

**BERNARD LANDRY: DEAD MAN WALKING**

**NEIL YOUNG: WILD MAN ROCKING**

# Maclean's

Weekly Newsmagazine

May 1, 2002 \$4.50

www.macleans.ca

## BUILDING A BETTER DOCTOR

Forget cadavers—  
these med students  
are practising  
on real patients

By Robert Sheppard



Second-year  
McMaster  
student  
Menaka Pai

\$4.50





# Maclean's

Canada's Weekly Newsmagazine

www.garcia.com

## This Week

May 13, 2002 Vol. 115 No. 10

## DEPARTMENTS

- 2 Editorial
- 4 Letters
- 10 Overture
- 14 The Week That Was | Passages
- 30 Cover
- 36 **Canada**  
Reformers' modesty in B.C.: the slow fight against money laundering
- 46 **History**  
From run-running to drugs, Atlantic coast security has been a challenge.
- 48 **Canada and the World**  
Examining the Catholic Church's sex abuse scandal, Murray Dryden's 30-year commitment to good works.
- 65 **Business**  
Big firms are cashing in on piracy
- 66 **Tech Explorer**
- 68 **Photo Essay**  
Partisan from a nation in the eye of the AIDS epidemic.
- 70 **Sports**
- 73 **People**
- 74 **Films**  
*Spider-Man* causes strachnophobia.
- 75 **Books**  
The Gospel according to Nino Rocc.
- 81 **Entertainment Notes**
- COLUMNS**
- 12 **Over to You**
- 28 **Peter C. Newman**
- 37 **Donald Case**
- 84 **The Back Page**



## 30 COVER

## BUILDING A BETTER DOCTOR

In a bold approach, McMaster University is getting med students out of the classroom from the start of their first year, sending them into clinics and hospitals to learn on real patients. Other schools are watching—*is this the start of a revolution?*

## FEATURES:

**36 Dead man walking** Bernard Landry's first year as Quebec premier has seen a series of blunders, reshapes and bad luck. The Parti Québécois has fallen behind the times and is not a driving force in the province anymore, unable to capture imaginations and rally voters. Can Landry save the PQ—and himself?

**70 Chasing the dream** Never mind the NHL playoffs. The real drama is at neighbourhood rinks, where kids face intense pressure, and possible rejection, as they await their shot on next year's team.

**78 Helpless, Helpless, Ruthless** A new biography paints Neil Young as vulnerable and volatile, a jekyll-and-hyde loner whose life has unfolded like a reckless chemistry experiment

Leaves nothing to the imagination.

With its classic lines, spirited choice of power plants, rear-wheel drive and legendary BMW handling, Canada's best-selling roadster, the BMW Z3, is eager to share the secrets, as well as the joys, found in only the truest of roadsters.

The BMW Z3...uninhibited and leaving absolutely nothing to the imagination.

[illegible]

© 2006 Blackwell Publishing Ltd, *Journal of Internal Medicine* 260: 395–403

# From the Editor

## The false truth of objectivity

In our March 18 issue, we ran an interview, in question-and-answer form, with Sir Martin Gilbert, the renowned British author and historian. For space reasons—Gilbert answered questions for nearly 90 minutes—we had to leave out some compelling anecdotes. Here, for example, is what Gilbert said of his experiences serving as a note-taker with John Major, British then-prime minister, during diplomatic meetings: "Things would happen during the day—negotiations—and at the end of the day, there would be a press conference. The questions asked bore as relation to what had happened, and of course the government had an interest in conveying to journalists what had happened. It seemed peculiar to me that one set of things was happening, and another set of things was being discussed and covered."

A couple of weeks ago, I repeated Gilbert's remarks to participants at a diplomatic conference held at the University of Toronto who cooked some knowing grin and nods of agreement. There are times when journalists and diplomats share the same goals, and often when our goals are diametrically opposed. It's easier, for example, in more weeks of life to negotiate in private rather than public—you can spend more informally, be less dogmatic, and you don't have to worry about third parties misinterpreting your remarks. That's why diplomats, like many other people, prefer closed-door meetings; the end, rather than the means, concerns them the most. Journalists look at the world differently, in telling a story, process information as much as outcome. And sometimes we have quite different priorities—which is why, for example, Jon Christen gets so annoyed from time to time when, in the middle of foreign trips, he invariably emerges from meetings least to discuss what just took place, only to find that journalists are much

more interested in issues back home than in the event at hand.

Journalists, like it or not, is a subjective creature for reasons the people at a reporter's manual. Sometimes beyond a reporter's control. Sometimes at the kind of meetings Gilbert attended tell reporters what they want us to know, and omit details that don't suit them. And journalists, no matter how much we argue otherwise, aren't entirely objective. The details we leave out of articles are as important as those we include, and selective use of certain nouns or adjectives can create sharply different impressions. There's a huge perspective difference, for example, between saying someone looks "dim and energetic" or "slimy and nervous"—but either description can apply to a slender person with quick gestures.

The same subjectivity extends to the way modern journalism what's written—as I was reminded in the wake of my April 22 column on the Middle East. In it, I quoted a reader who asked if I could supply a simple explanation as to why Palestinians and Israelis are fighting upon reflection, I said I couldn't. What surprised me was how many readers used my response to conclude I was secretly siding against whichever position they supported. But a nice thing about writing a column is that no such subtleties need apply. If it's appropriate to take a stand, there's no need to do so covertly. To paraphrase Gilbert, there are times when what's said and what's presumed to have been said have almost nothing in common—a good fine-line lesson for a journalist in understanding how diplomats, politicians and other people feel about the way we report on them.

*Jeff Vukobrat*

**Maclean's**  
Canada's Weekly News Magazine  
Editor: Anthony Russo (416) 922-1000

**Executive Editors:**  
Michael Sauter, Bob Lewis  
**Deputy Editor:**  
Patricia Riddell  
**Editor at Large:**  
Ann Susskind, Jonathan

**Assistant Managing Editors:**

Patricia Riddell  
Robert Marshall  
Robert Woodward  
**Section Editors:**  
James Doherty (Ottawa)

Shirley Doherty (Ottawa),  
Sara Tordoff (Ottawa),  
Kathleen Williams (Toronto)

**National Correspondents:**  
Jonathan Gershenson (Ottawa),  
Mary-Jane (Ottawa),  
Kathleen Williams (Toronto)

**Staff Writers:**  
Brian Balfour, Sharon Doyle, Stephen  
Brown, D. Johnston, Robert Sheppard  
**Assistant Editor:** Amy Gosselin

**Reviews:**  
Michael J. Smith (Ottawa),  
Lillian Balfour  
Walter J. Smith (Ottawa),  
Quinn Smith (Ottawa)

**Editorial:** Peter Smith (Ottawa),  
Cory Smith (Ottawa),  
Nancy Smith (Ottawa),  
Michael Smith (Ottawa),  
George Smith (Ottawa),  
Robert Smith (Ottawa),  
David Smith (Ottawa)

**Production:** Dennis Higgins  
**Art Department:**  
Gary K. Johnson (Ottawa),  
Lisa K. Johnson (Ottawa),  
Kathleen Williams (Ottawa),  
D. Johnston (Ottawa),  
Kathleen Williams (Ottawa)

**Photo Department:**  
Steve Smith (Ottawa),  
Michael Smith (Ottawa),  
Robert Smith (Ottawa),  
David Smith (Ottawa)

**Production and Technology:**  
Doreen Smith (Ottawa),  
Doreen Smith (Ottawa),  
Doreen Smith (Ottawa)

**Administration:**  
Manager of National Services: Chris Johnson  
Editorial: Susan Smith

**Contributing Editors:**  
Barbara Ann (Ottawa),  
Barbara Ann (Ottawa),  
Barbara Ann (Ottawa)

**Staff Writers:**  
Brian Balfour, Sharon Doyle, Stephen  
Brown, D. Johnston, Robert Sheppard  
**Assistant Editor:** Amy Gosselin

**Reviews:**  
Michael J. Smith (Ottawa),  
Lillian Balfour  
Walter J. Smith (Ottawa),  
Quinn Smith (Ottawa)

**Editorial:** Peter Smith (Ottawa),  
Cory Smith (Ottawa),  
Nancy Smith (Ottawa),  
Michael Smith (Ottawa),  
George Smith (Ottawa),  
Robert Smith (Ottawa),  
David Smith (Ottawa)

Department	Location
elrick	A-1 15
lella	F-5 2
Abraham	F-3 3
lella	F-13 2
may	F-4 8
12	H-5 7
lella	F-2 4
lella	A-4 13
ARTIN	F-1 8
lella	F-4 6
lella	F-3 3
lella	G-10 2
lella	F-3 9

Name	Department	Location
Betsy Anderson	D-3	1
Holly Whig	F-2	2
YOU REALLY THINK I'M GOING TO OPEN THIS UP, SIGN IT, PUT IT BACK, WRITE SOMEONE ELSE'S NAME ON IT, SET UP FROM MY DESK AND PLACE IT IN A SPECIAL MAILBOX???		

Of course not.    
read pdf

Adobe Acrobat 5.0 makes reliable document distribution possible.

Press: e-mail or web. Because new Adobe Acrobat 5.0 makes it easier to distribute documents—both instantly and with the outside world. The full version of Adobe Acrobat 5.0 allows you to deliver documents on time, looking exactly as intended. Simply convert your documents into the universally recognized Adobe PDF format and your file is ready to e-mail or post online. Your document can be viewed and printed on a variety of hardware and software platforms with the free Adobe Acrobat Reader—the one million of users already have. Adobe Acrobat 5.0 even includes digital signature technology. Which gives you a more efficient way to make sure critical documents get signed and approved quickly. Try all that with a mouse over here: [www.adobe.com/acrobat](http://www.adobe.com/acrobat)



### Devoted to the cause

It is truly amazing that a talented actor like Michael J. Fox can view Parkinson's disease as a positive force in his life and feel himself a "lucky man" to be down along this new path (Michael then and now). *Cover*, April 29. As he educates so many about Parkinson's and raises funds for research, many who live with this condition also feel lucky to have such an appealing, articulate spokesman.

Walter McInnis, Portsmouth, Ont.



On behalf of the nearly 100,000 Canadians with Parkinson's and their loved ones, we applaud your concise and compelling coverage of Parkinson's disease. As a time when discoveries are occurring on a weekly basis and Michael J. Fox is building so much awareness, it is still very humbling to read a story like Peter Kovach's ("This disease is an indignity") about watching his father suffer from Parkinson's over many years.

Mary Irvine, National Executive Director Parkinson Society Canada, Toronto

My own mother was diagnosed with early-onset Parkinson's disease 22 years ago. She was a vibrant, energetic, benevolent woman, only 47 years old. Life for our family certainly changed quickly as we went through the trials of medication, fa-

igue, weakness and severe depression. Our most difficult decision was to place her in a retirement home just to maintain her safety, and then in a chronic-care facility where she still lies, kept alive by a feeding tube. This disease has robbed our family of a mother, a grandmother and a friend. Thank God a celebrity like Michael J. Fox is bringing more attention and insight to this dreaded disease.

Udo Lohmann, Dallas, Ont.

Yes, the Fox story is an important issue, yet its selection over the deaths of Canadian soldiers

in Afghanistan as the cover story is an awful mistake. My brother was right there when the bomb was dropped on their training exercise. I cannot even begin to imagine what they felt and experienced that night. This war, what it means and represents, is a new experience for the younger generation of society. Yet you have managed to minimize its importance and nationwide impact by not having it as your cover story and instead having a pop culture figure in its place.

Mona Clark, Calgary

Let me get this straight. An aged member of a foreign royal family dies a natural death and is given full front-page coverage ("Queen of hearts," *Cover*, April 8). Young men willingly gave their lives saving our country and all they get on the cover is a small headline at the top?

Tim Pope, Burlington, Ont.

### Canada's loss

The photo of the condolence sign for the four dead Canadian soldiers illustrates a mindset of pious about the Canadian public in general ("Death by friendly fire," *Canada* and the World, April 29). First, it shows their deep-seated affectations, especially in the few remaining brave units, for the men and women of the Canadian Forces who put themselves in harm's way. Second, it is indicative of a lack of knowledge of who they are and what they do.

Just read "The ticking, Daddy clock" (The Back Page, April 22) by Andrew Pyper and had to laugh. I am female, age 38, married almost four years to my college sweetheart. I make \$62,000 and had more of a clock tick in my 20s than I do now. Why? Because as I grew up I realized life is what I choose it to be and not what the societal norm chooses it to be. I see the options I have before me. I have searched my soul and have learned that I lack the desire to pursue anything other than a dog. I love my husband. I love my marriage. I love the freedom. I love things the way they are and I have found a safe haven for others who feel as I do *without including me*.

(The Glass, Regina, S.K.)

The men who were killed and injured were members of the PCLC—for Princess Patricia's Canadian Light Infantry—not the "PCL," as the sign put it. The Patricia have always been fiercely proud of their identity as Canadians and fly the Maple Leaf in some of the world's most inhospitable places. If any good is to come of this tragedy, perhaps it will be the Canadian public starting to take more interest in the men and women of the Forces and what they really do. Then maybe the government will.

B. Peter Van Buren, Richmond, B.C.

U.S. President George W. Bush's stoic-like response to the recent tragedy in Afghanistan caused, no doubt, by U.S. military incompetence, marks him again as a boorish and rather vulgar little man. The cornerstone of relations between Canada and the U.S. has always been friendship and mutual respect. This he either doesn't understand or chooses to ignore as he pursues his inept and uncharacteristic actions toward this country.

Richard P. Taylor, North Vancouver

I am continually dismayed at the attitude of many Canadians to U.S. President George W. Bush and his relationship with Canada. When Bush learned that Canadian soldiers had been bombed, the first thing he did was call the Prime Minister to offer his sympathy and his commitment to



PHOTO: JEFFREY M. HARRIS / GETTY IMAGES

### How to Reach Us

- To read the advertisements placed in The Mail, call 1-800-387-2222, ext. 2222, or write to: The Mail, 1000 Bayview Ave., Toronto, Ont. M2K 1E1.
- For letters to the editor, press releases, story proposals, letters to the editor, or other letters, please supply name, address and daytime telephone number. We cannot read any, since our letters may be edited for space and clarity. Selected letters may appear in Maclean's or the Mail.
- For letters to the editor, please send them to: The Mail, 1000 Bayview Ave., Toronto, Ont. M2K 1E1.
- For subscription or delivery problems, contact us at 1-800-387-2222, ext. 2222, or write to: The Mail, 1000 Bayview Ave., Toronto, Ont. M2K 1E1.
- For advertising rates, contact us at 1-800-387-2222, ext. 2222, or write to: The Mail, 1000 Bayview Ave., Toronto, Ont. M2K 1E1.

find out what went wrong. What people don't realize is that this incident was not his only concern that day. Among other things, he also had to deal with reports of a plane crash into an office building in Italy, a huge warning from the FBI about possible terrorist threats against U.S. financial institutions, a train derailment in Florida and the explosive situation in the Middle East. Too many people in Canada think that we are the centre of the universe and that the world should stop everything and pay attention to us.

**Considering that U.S. "friendly fire" killed one of the 24 Brits who died in the Gulf War and that so many of America's own deaths and injuries are self-inflicted and considering that this same "friendly fire" is responsible for the total deaths of all Canadians involved in the Gulf War and that, one way, we have driven good reason to insist that our soldiers operate under our command in a Canadian mode paralleled by Canadian pilots.**

**Greg J. Givens, B.C. on**

## Consider the demographic

I agree with most of the points in Rudyard Griffith's excellent essay on the value of immigrants, "Open the gates wide" (April 29). However, one issue needs to be addressed if Canada is to capture the cultural benefits in most qualified immigrants can bring. These immigrants will only develop a positive Canadian identity if their economic and professional experiences are positive. To illustrate my father has a Ph.D. from one of the top universities in the U.K. and years of executive-level experience in the developing world. Yet, at 47, he is still, in my view, not a Canadian. He is not alone. Canada needs to help its immigrants integrate successfully. Federal and provincial governments need to rethink their over-regulation of foreign credentials. Human Resources Development Canada, the agency that is supposed to help us find jobs, needs to focus more attention on the highly qualified immi-



A Canadian wounded by 'friendly fire'

grate demographic, and Canadian employers need to better appreciate the value of experience gained in non-Western countries. Only then can Canada truly consider itself a welcoming society.

**Valerie Stodolny, Toronto**

**Rudyard Griffith** claims that immigrants know more about Canadian history than most Canadians. If so, then the solution lies within our education system, not increased immigration. He also claims that immigrants bring with them "a healthy dose of self-consciousness" necessary to help us learn to change to our culture. We are a nation of immigrants, do we really need more self-consciousness?

**David Berkus, Thunder Bay, Ont.**

**New immigrants** think more about what it means to be Canadian than do those of us who were born here. Rudyard Griffith contends. He further posits that this self-examination may be just what we need to maintain our identity as we merge with North Americans and World members. Well I beg to differ. My family has been here since long before Confederation, and I happen to think about what it means to be Canadian all the time. My Canada had a stronger-than-U.S. desire, not after coins, steel, streets, the Lord's Prayer in schools, quiet Sundays and universal health care. Opening the gates wide has only served to rid us of these fundamental Canadian values. Whatever happened to being Canadian?

**Ray Smith, Toronto, Ont.**

## Trade irritants

**Decey Mary Junglin** really believes that if Canada ultimately dismantles some of its business-protection measures, the U.S. will say "thanks" and consider it paid pro to go to the lumber debate ("I won't stop at softwood," April 22). Having presented a

realistic case as to why we are likely to see more politically motivated trade protection measures by the U.S., she then suggests that Canada threaten supply management, using as an example the "outrageously high consumer prices for milk." Numerous studies have shown the consumer price for milk to be higher in the U.S. than that in Canada. The U.S. has many methods of indirect agricultural subsidy such as free migration resulting from "food control" programs conducted by the Army Corps of Engineers.

**Robbie Smith, North Vancouver**

**With a federal government** that lacks either the ability or the will to prevent 20-per-cent tariffs and other such measures, we can expect boycotts and cutbacks in name and more of our exporting industries. But would British Columbia lumber industry have left this city if B.C. was part of the United States? Not likely. So why don't we stop asking the federal government for Band-Aids for our mill towns and become the 51st through 63rd state? If we can't kick us, let's join 'em.

**Geoff Dean, Surrey B.C.**

**The dairy system in Canada** does not create higher prices to consumers. Where producers benefit from collective marketing, is in the case with supply arrangements, as they can capture a larger share of the consumer dollar, a share that is otherwise in the hands of the intermediaries. The stability of the dairy system benefits producers and processors and results in consumer prices that are not higher due elsewhere.

**Leo Berlin, President, Dairy Farmers of Canada**

## Mountain Equipment profits

**With 20 years' experience** working as a competitor to Mountain Equipment Co-op in the outdoor retail industry in Canada, I find "The anti-rival" (Business, April 29) often reading that hasn't been printed many times. What is disturbing about MEC is that while controlling over half the outdoor market in Canada, it has 114 outlets in sales, it pays an corporate income tax, yet still receives kudos for being a good corporate citizen. For the second, I sold my business this year, but for 18 years I made a profit, and I never bothered to sell at a profit to my province or country for the common good.

**Shane Bates, Kelowna, Ont.**

## Maclean's

Canada's Weekly Newsmagazine

**Publisher** Fred Jones

**Director of Advertising Sales** Graham Thompson

**Advertising Sales Office** 994-0022

**Editor** John McManis

**Executive Editor** John McManis

**Managing Editor** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

**Editorial Director** John McManis

## a new arrow to the quiver



After 21 years wending his way across Canada as a Globe & Mail writer and columnist, Bob Sheppard left the daily news desk to write features for Maclean's.

"It was time to add a new arrow to the quiver," says Sheppard. "Feature writing gave me the opportunity to cover more of the territories of a story."

During his two years at Maclean's, Sheppard has covered a wide range of topics from business and politics to the arts and education. But he has a soft spot for features that focus on the myriad aspects of Canada's health care system.

"On these issues, I did to talk with people, well-informed people who are articulate and at the cutting edge of change in discovery," says Sheppard. His spent close to one month doing just that for this issue's cover story on how Canada's 18 medical schools are planning to build better doctors.

Some of these schools have been dealing with it head on for decades. For example, thirty years ago, Hamilton's McMaster University opened a training revolution that eventually spread to all of North America's medical schools. Its problem-based learning put students in small groups and gave them increasingly complex sets of symptoms and case histories. They had to work backwards to identify the problem. It was a dramatic move away from the traditional lecture and anatomy and dissection history lectures in pocked halls. Today, many medical, technological changes, physicians learned not the need to push new doctors to the smaller communities where they are so desperately needed is a thing which might be another revolution.

For many months on what makes a better doctor and how the medical schools are going about building their doctors, read Robert Sheppard's cover story in this issue of Maclean's.

Adapted & modified from a 1995 report by the Canadian Council on Social Development, "The Health of Canadians: A Report to the Prime Minister." The report is available at [www.ccsd.ca](http://www.ccsd.ca). The report is available in French at [www.ccsd.ca/fr](http://www.ccsd.ca/fr). The report is available in Spanish at [www.ccsd.ca/es](http://www.ccsd.ca/es). The report is available in Chinese at [www.ccsd.ca/zh](http://www.ccsd.ca/zh). The report is available in Japanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Korean at [www.ccsd.ca/ko](http://www.ccsd.ca/ko). The report is available in Russian at [www.ccsd.ca/ru](http://www.ccsd.ca/ru). The report is available in Ukrainian at [www.ccsd.ca/uk](http://www.ccsd.ca/uk). The report is available in Vietnamese at [www.ccsd.ca/vn](http://www.ccsd.ca/vn). The report is available in Thai at [www.ccsd.ca/th](http://www.ccsd.ca/th). The report is available in Indonesian at [www.ccsd.ca/id](http://www.ccsd.ca/id). The report is available in Malay at [www.ccsd.ca/my](http://www.ccsd.ca/my). The report is available in Filipino at [www.ccsd.ca/ph](http://www.ccsd.ca/ph). The report is available in Tagalog at [www.ccsd.ca/tg](http://www.ccsd.ca/tg). The report is available in Cebuano at [www.ccsd.ca/cb](http://www.ccsd.ca/cb). The report is available in Ilocano at [www.ccsd.ca/il](http://www.ccsd.ca/il). The report is available in Pampunian at [www.ccsd.ca/pa](http://www.ccsd.ca/pa). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccsd.ca/bl](http://www.ccsd.ca/bl). The report is available in Javanese at [www.ccsd.ca/ja](http://www.ccsd.ca/ja). The report is available in Sundanese at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Batak at [www.ccsd.ca/ba](http://www.ccsd.ca/ba). The report is available in Minangkabau at [www.ccsd.ca/mk](http://www.ccsd.ca/mk). The report is available in Nias at [www.ccsd.ca/ni](http://www.ccsd.ca/ni). The report is available in Sunda at [www.ccsd.ca/su](http://www.ccsd.ca/su). The report is available in Balinese at [www.ccs](http://www.ccsd.ca/bl)



**IN TIMES LIKE  
THESE, YOU NEED  
E-BUSINESS  
SOLUTIONS THAT  
WILL HELP YOU  
SURVIVE TIMES  
LIKE THESE.**

Today, the best-run e-businesses know that to achieve real ROI, you need more than ad hoc approaches and stand-alone solutions. You need a new way to make everything work together. SAP is a leading provider of integrated e-business solutions. Our expertise in 21 industry-solution areas has helped 86% of the top 50 Global Fortune companies focus on the things that matter most: efficiency and profitability. To see how we can help you, visit [sap.com](http://sap.com).

THE BEST-RUN E-BUSINESSES RUN SAP



# Overture

Edited by Shanda Daniel with Amy Cameron



## Pretty tulips all in a row

**S**akebloss and **Hendrik Marten** joins tulips to correspond with tulips emotions. "I chose the White Red tulip for Gatsby," says Marten of the painting pictured above, "because it is a large tulip. The forehead edge looks very suited and the tulips are open quite wide as if they're blowing in the breeze." Marten, 35, has painted a whole series of tulip pieces entitled *Standing Alone*. In *Loss*, dignified heavy floeride tulips seem to be weeping. And in *Anger*, deep-red Malabar tulips are screaming. This month, 12 of Marten's tulip paintings—each, on average, one meter high and 1.5 m wide—will be on display at Ottawa's City Hall for the Canadian Tulip Festival.

"What we're trying to do this year

is show tulips like they've never been seen before," says **Doug Little**, marketing and communications manager of the Tulip Festival. "Wanquet's paintings present tulips in an amazing way they're large, forest and they create what we call 'tulip wolf'." Marten will also speak at the festival's World

## Sign of the times

With the ever-shifting changes in the traditional family unit, people are having to adjust their vision of holidays and how to celebrate them. Consider the evolution of Mother's Day.

■ The earliest Mother's Day dates back to the ancient Greeks who cel-

ebrated Rhea, goddess of the gods. ■ In the 1800s, Mothering Sunday was celebrated in England—servants were given the day off to go and visit with their mothers. ■ In the U.S., President **Woodrow Wilson** declared on May 8, 1914, that the second Sunday in May would henceforth be a national holiday called Mother's Day. Canada

first celebrated the day in 1911 but it also became official in 1914. ■ A group of Seattle "Wash.", birth mothers created *Birth Mother's Day* in 1900 which is celebrated on the Saturday prior to the 19th of the Sunday holiday. ■ The Sunday after Mother's Day is now becoming known as Step-mother's Day.

as loved home. After their country's liberation, the people of Holland sent a gift of 500,000 tulip bulbs to Ottawa, beginning the capital's infatuation with the flower. In 1953, photographer **Wesley Kersh**, whose photos of the city's tulips are world famous, suggested starting a festival. This year, from May 3 to 26, it celebrates its 60th anniversary. **Shanda Daniel**

first celebrated the day in 1911 but it also became official in 1914. ■ A group of Seattle "Wash.", birth mothers created *Birth Mother's Day* in 1900 which is celebrated on the Saturday prior to the 19th of the Sunday holiday. ■ The Sunday after Mother's Day is now becoming known as Step-mother's Day.



GIORGIO ARMANI





# bfm

## Overture

### The House that Paul Martin saved

**A**s controversy about the phased cancellation of CBC Radio One continues to swirl in the public broadcaster, the outlook for at least one program that was widely viewed as doomed has brightened. Over 5000 affiliates first reported in early February that a final review of radio programs was in the works. The House, the network's venerable Saturday review of the week's events in federal politics, was thought to be at the top of the hit list. Persistent Hill news, it seemed, was too stodgy too contentious for the cutting-edge-car-pointa thinkers behind the schedule makeover.

But not too dull, it turns out, for some of the country's most influential politicians—who actually view CBC as \$750-million annual spend from the Canadian taxpayer. Sources say a number of MPs have privately weighed in with the CBC brass in favour of saving the show. France Malgouyres **Paul Martin** no less, called CBC president and chief executive **Robert Eckstein** in late March to declare himself a fan of *The House*. Now, informed skepticism has it the four-hour show might even be expanded, perhaps to cover provincial politics, when the spaced-up radio menu goes to air as expected this fall. Helps to have friends in high places.



### Tell us, how does your garden grow?

**G**ive **Marie Galloway** more words. Confessions, bombast and anti-theatrics make him tick. Now even speak of him. The bolly red-tail is the only garden animal that attracts the interest of gardeners. *The Secret War of Gardens* "lets us see much of a European urban whorl," says Galloway, 40. "Considered and avoid them" with other garden pests. Galloway is much more helpful. "They're just out there, they're trying to make a living."

Tell, sit, with a city Santa beard and long grey locks, Galloway looks like a gentle giant—the ideal tour guide for the wild world of Canada's gardens. Accompanied by spectacular still photography and movie-like film footage for extreme close-ups, Galloway introduces viewers to new

demonstrations in their backyards. They connect to the gardeners and the struggle to survive among herbivores. Time lapse photographs chronicle the life cycle of a worm—from egg to bloom to death. Stunning slow motion footage captures the elegant sweep of a high-tension catching aspect. "In nature TV programming, there is shock work and then beautiful and then another scary animal week. What kind of impression of nature is that?" asks Galloway who appears a greenhouse in Uxbridge, Ont., and teaches human biology at Seneca College. As a host, he strives to take the medium further. "It's my scepter," he says of the series which is currently in its second season. "When I was 12 or 13, I wanted to save the world. I remember a chance to go to space."

**Amy Gervais**

### Over and Under Achievers

► **George Radwan** Privacy watchdog in a lacy over time that would let cops know who's flying on Canadian airlines. George do you have any more time at all of last Sept. 11?

► **Denis Gosselin** Immigration minister calls Canadian Alliance a "Jean-Marie Le Pen franchise." This after outraged plea from **Joan Chelton** for civility in the House.

► **Charles Gosselin**, **Karen Kuhl**, **Steen**, **Clifford Lincoln**: Liberal MPs stand against government's flawed endangered species legislation despite Chelton's vet. That's hope yet for the House.

► **Colin Campbell**: NHL executive vice-president in charge of discipline fails to send a message about thuggery. Great players go down, game starts here. That's playoff hockey!

► **Sean, Leah, Wally**: Three Canadian teams make it to the soccer World Cup. Under paraded cheap shots made fans are looking again. That's playoff hockey!



## METROPOLITAN HOTELS

A PLACE FOR THE CONNECTED TO CONNECT.

With the most luxurious business amenities around you, such as in-room broadband connectivity, laser printer, fax, things will be finished in no time. Which means you'll be free to do whatever you like. So BYE FOR NOW. 108 Chestnut St. Toronto 1-800-866-6666 • Fax: St. Vancouver 1-800-567-3302 • reservations@metropolitan.com • www.metropolitan.com

Soho Metropolis Toronto Opening 2002

### Who you gonna call? Your mother.

**A**ND STRESS was in her first year of high school at James Callaghan Institute in Toronto when her teacher said she could write about anything she wanted for her Ontario Achievement Award in her lifetime. Class: Write! Giving it too much thought, Stress sat down and wrote about what was in her head. "My mom had a huge effect on my life," she explains. "She is someone that I love I can always



go to. And you should write what you know." The result was *Mom*, a children's book about the relationship between a mother and daughter. At her father's suggestion, Stress

sent the original project to publisher and it's being released by Kay Porter Books in time for Mother's Day this year. The 25-page illustrated book is about a young girl taking the routine challenges of life—a skinned knee, a meek schoolmate, a rivalled friend—

step a new baby and then she always returns to her mother for comfort. "It's tender and genuine," says Stress, 22, who has just

finished her fourth year at Guelph University studying history and English. "It is about people who have been there continually for you." Stress says that she chose the children's book format because it is a good way to "show a strong emotion" and to "think things through and simplify it."

The book is dedicated to Stress's parents as well as her high school teacher, **Dede Reed**—even though, says Stress, she only gave her an A minus for the project.

**Amy Gervais**





Over to You JENNIFER LOGAN

## Mother, Incorporated

This isn't precisely the way it happened. It's the way it *should've* happened. So, for Mother's Day, a scene that was—how do they put it in Hollywood—inspired by a true story.

I sit in the unbearable, too-close-for-comfort riddle seat on a flight bound for Toronto from Vancouver. Seated on my right is a severely dressed, briefcase-sporting businesswoman. On my left is a quick-fingered computer junkie whose laptop is worn like an appendage.

I offer my copy of a recent magazine to the woman. On the cover is a picture of a beleaguered businesswoman attempting to juggle her cellphone, toddler and briefcase: an illustration of the so-called superwoman of the millennium. I'm not interested in the article. I'm tired of the who-works-harder debate the way-at-home mom versus the at-the-office mom. I figure it's a stalemate and a stale discussion. Having worked both sides of the fence, I understand the demands placed on either career choice. Women and men from both camps work equally hard and all want the best for their children.

The woman is also uninterested in the magazine. So we stare uncomfortably at the backs of the roughly upholstered seats. The computer wizard continues to tap expressively on his keyboard. Finally, I make some attempt at conversation.

"Are you on a business trip?" I ask, one of the responses. She nods. Nodding no more prompting, she nods that she is director of research at a pharmaceutical company. She's currently overseeing a clinical trial of a new medication.

"Very impressive." I'm humbled by her credentials. The woman's response piques the interest of our computer genius. Barely raising a brow, he joins the conversation, informing us that he's president of his own computer consulting firm. The two upscale professionals relish their discussion on the trials and tribulations of upper management.

Noticing my lack of involvement, the man directs the conversation toward me. "What did you say your job was?" Unfortunately, my job title lacks the sophistication associated with the professions of my new travel companions. But I press ahead. "I am director of family operations," I reply. "Director of family operations—hmm, interesting. What company?" the man asks.

"It's the Logan Agency. I'm sure you've never heard of it. It's



a non-profit organization dedicated to the intellectual, spiritual and physical well-being of children."

"Sounds like a worthy cause," the woman says. "But what does the director of family operations actually do?"

Those several hours, I tell them. "I am a manager: teacher, health provider, I organize and chair meetings on a variety of topics such as union management, sibling rivalry and coping with the terrible twos. I also promote and educate on basic hygiene, nutrition and dental practices. A great deal of time is spent, however, on conflict resolution and the provision of a decent transportation service."

"You're pretty busy," the man says. "Time management is crucial. I often work late. But my greatest challenge is providing these services on a meager budget."

"I'm impressed," the woman says. "It's tough having to juggle so many tasks."

Identifying a new networking opportunity, the computer consultant offers to demonstrate his new computer program. "It's guaranteed to lighten the workload," he says.

"If it'll do the trick, I'll buy it," I say. He assumes I'm joking and hands me his business card.

"Does your company accept financial donations?" the woman asks. "Perhaps your company could help the cause."

"Thanks. I'm sure we could all use the extra money. But our ethical commitment won't allow it," I say.

"Won't allow it? Why not?" she asks.

So I apologize, and come clean. "OK, the Logan Agency is actually the Logan family, and the director of family operations is my official title for full-time any-at-home mom. I declared myself director in order to command more respect in the workplace."

My travel companions appear perplexed. Finally the woman smiles.

"My husband will love his new title," she says. "He's been saying at home with our children for six years and he's always asking for more respect."

The man looks thoughtful. "I fear I've been a bit negligent," he says. Then he chuckles. "I must give my wife a raise—and my mother a severance package."

*Jennifer Logan is a freelance columnist for the Peterborough Examiner in Ontario and a member of two*



2002 LIBERTY.

Jeep

THERE'S ONLY ONE.

Sure, there are prettier angles. But none quite as impressive.

Look under a Liberty and you're looking at over 60 years of Jeep engineering. Tested on North America's most grueling off-road trails, the Liberty proved itself to be as tough as its legendary forerunners, and most importantly, earned the right to call itself a Jeep. To learn more about the Jeep Liberty or other capabilities visit [jeep.ca](http://jeep.ca)



2002 Canadian Truck of the Year

© Jeep is a registered trademark of Chrysler Group LLC and is used under license by Chrysler Canada Inc. All other marks and trademarks of Chrysler Group LLC are used under license.

# The Week That Was



## The Hubble's new eye brings the universe into clearer focus

After 12 years of service, the Hubble Space Telescope got a new version of its eye and a sharper vision. Aiding the first sightings: 120 stars as detailed as any ever before! From the new camera is one of an extremely distant collision between two spiral galaxies. Closer to home: NASA photographed the Orion Nebula (above), a pillar of gas and dust 2,500 light-years away from Earth in the constellation Monoceros.

## 'The sex thing'

A three-member disciplinary committee of the Ontario College of Teachers banned Amy Gehring from teaching for 10 years and ordered her to pay \$10,000 in costs. Gehring, 26, a native of Glenora, Ont., fled redundancy in England, where she worked as a substitute teacher for a year, over allegations of having sex with her students. Gehring was tried and found not guilty of four counts of indecent

assault, but subsequently admitted in a media interview to sleeping with a student. The Ontario punishment was one of the toughest ever imposed in that province. Gehring said the committee had been "hung up on the sex thing."

## No shotgun wedding

Canadian Alliance leader Stephen Harper wants a wedding with the Progressive Conservative Party by the end of August—but only as his

second. In an open letter to members of the Tories, Harper said the two parties should unite under the Alliance banner in the House of Commons and field one slate of candidates in the next federal election. Harper laid out the terms of the coalition in a private meeting with Conservative leader Joe Clark in April, but the two failed to reach an agreement, prompting the return of five dissident Alliance MPs to the party fold. Clark rejected Harper's

latest overture. "It's making it clear that unless the Conservative party disappears and folds into us," said Clark, "there will be no co-operation on the floor of the House."

## War crimes arrest

The RCMP arrested Vancouver resident Mohamed Sifari, 35, who was last seen in 1991 in Italy in connection with war crimes committed during the Second World War. Sifari, born in Iraq, came to Canada in

1983. Eighteen months ago, an Italian military court found him guilty of killing, raping and torturing prisoners while he served as a guard at the Bolzano concentration camp in northern Italy. Sifari was arrested on an extradition warrant from the Italian government.

## Surprise, surprise

Gen. Penzo Mulsant, an ex-Whitby resident, was another five-year term as president of Privates, giving him a 67.7 per cent vote of approval in a referendum on his leadership. However, an independent human rights commissioner in Pakistan and other observers called the election a "hand-picked" affair. "There was no voters' list, no polling agents, no question of verifying identities," said Amir Nadeem, editor of the independent national daily the Nation. Mulsant's second power in 1999 in a military coup

## On ice

The International Skating Union announced that French figure-skating judge Michel Robert Le Gougue and French Ice Sports Federation head Didier Giffard would receive three-year suspensions for their part in the Salt Lake City Olympic figure skating scandal. Robert was a skating coach and Giffard was a skating judge. The suspensions were announced by the International Skating Union, which is the governing body for the sport. The suspensions were announced by the International Skating Union, which is the governing body for the sport. The suspensions were announced by the International Skating Union, which is the governing body for the sport.

## The Sampson case

Confirmit continued to not find the case of Canadian Bill Sampson, who was arrested in Saudi Arabia in December, 2000, and arrested in London in January, 2001. The British authorities had denied earlier reports that Sampson had been found guilty in a second trial and sentenced to death. The last week, the court's judgment was

sent to Canada. Mohammed al-Husseini, said a panel of five judges will soon consider Sampson's case and that he will get a fair trial. The ambassador also said Sampson is unlikely to face a death sentence, because he has received no earlier conviction. He made on Saudi TV other statements have raised suspicion that the conviction had been obtained by torture.

## 'Cruel and evil'

Ontario Superior Court Justice Eugene Lewis said Monica Dadey to 18 years in jail before she can apply for parole. Dadey was convicted on April 13 of second-degree murder in the death of her infant son. Dadey was one of the most horrific cases of child abuse in Canadian legal history. Dadey's father Tony also convicted of second-degree murder received

a sentence of 13 years before being eligible to apply for parole. Dadey's father Tony also convicted of second-degree murder received a sentence of 13 years before being eligible to apply for parole. Dadey's father Tony also convicted of second-degree murder received a sentence of 13 years before being eligible to apply for parole.



## Ernie's high-wire act

Hydro One's high-wire act is to sell off its electricity transmission utility, the largest privatization in Canadian history was played into darkness. The initial shock came on April 25 from a court decision that, somewhat unexpectedly, agreed with challengers who argued that a law saying the provincial government may "sell" the powers of Hydro One Inc. did not mean it may "sell" them. Then, last week, legal experts suggested the ruling may also mean that Hydro One cannot hold title to dozens of local electricity lines it bought in recent years.

The program's high-wire act is to sell off its electricity transmission utility, the largest privatization in Canadian history was played into darkness. The initial shock came on April 25 from a court decision that, somewhat unexpectedly, agreed with challengers who argued that a law saying the provincial government may "sell" the powers of Hydro One Inc. did not mean it may "sell" them. Then, last week, legal experts suggested the ruling may also mean that Hydro One cannot hold title to dozens of local electricity lines it bought in recent years.

to be voted on behalf of consumers they feared would lose power. The program's high-wire act is to sell off its electricity transmission utility, the largest privatization in Canadian history was played into darkness. The initial shock came on April 25 from a court decision that, somewhat unexpectedly, agreed with challengers who argued that a law saying the provincial government may "sell" the powers of Hydro One Inc. did not mean it may "sell" them. Then, last week, legal experts suggested the ruling may also mean that Hydro One cannot hold title to dozens of local electricity lines it bought in recent years.

### House arrest

John Ralston Stamps was sentenced to four months of house arrest for possession of hundreds of pornography pictures of children. The Vancouver man, who is in ill health, had earlier been found not guilty on another sex child pornography counts relating to his own writings. Stamps, who had argued that the country's child pornography law violated Charter guarantees of freedom of expression, fought his case to the Supreme Court of Canada which upheld the law but said Stamps' works of the imagination should be exempted.

and that advice more should be taken into account.

## Reviving brain cells

linear cells previously believed to die or become dysfunctional after a spinal cord injury are in fact alive and capable of regeneration as long as a year after the injury, according to a three-year study on animals at the University of British Columbia. Published in the *Proceedings of the National Academy of Sciences*, the study focused on brain cells responsible for sending movement signals to the body. Those cells or their axons

transiently after a spinal cord injury. Exposed to a nerve growth factor they regained full size and vitality the researchers report, and were able to regenerate the fibres needed to carry movement messages to the body.

Jack's house

His actions include David Suzuki, David Fox and Jack Greenblatt. But publisher Jack Stoddart can't pay them. It is a major issue in the Canadian book industry. Stoddart went into bankruptcy protection to try to reorganize his failing group of companies, led by Spotlight Publishing Co. Ltd. and General Distribution Services Ltd., one of Canada's biggest book distributors. Stoddart wanted problems with the old Chapters chain of book superstores, before it was taken over by real bookstores & Music Inc. for much of its \$445-million debt. Many publishers, though, were angry over the way he handled his companies. Two major creditors, publishers Douglas & McIntyre Inc. and KeyPort Books Ltd., said they might take Stoddart assets in payment of the \$3 million he owes them.

### Where is Rilya?

In January 2001, four-year-old Miya Wisar disappeared from the Miami house of her grandmother Geraldine Graham. According to Graham, a woman claiming to be from Florida's Family Services Agency took Miya into state custody. But last week officials said there is no record of the girl being taken into state care—and they can't know

where she is. Riley's real caretaker, who has resigned, was apparently falsifying records, as that case and others, making it appear she had visited Riley and other children at their homes. It wasn't until late April that a new caretaker made an actual visit to Graham and discovered the child was missing. Graham, who had made claims about Riley's whereabouts, is not considered a suspect by police, who have initiated the case as a homicide.

## Passages

**Awarded:** Former prime minister Brian Mulroney will be given the Order of Quebec at a ceremony on May 14. Mulroney, now 63, led a Conservative government from 1984 to 1993 and though retiring @ 65



**Died:** Montreal-born artist **Stanley Cosgrove** was known for his sober landscapes and still lifes. Seven years ago, Cosgrove was forced to stop painting due to Parkinson's disease. He died in Montreal at age 86.

**Glenn:** In 1999, Gus Adcock, then 35, served briefly as premier of the Northwest Territories. Born in Kamloops, on British Island, Adcock was a key figure in the division of the territories, but was unsuccessful in his bid for a seat in the new government of Nunavut. Adcock, 38, died of a heart attack in August.

**Resigned:** Editor-in-Chief **Bernard Elms** (60) has resigned as chief executive and president of WorldCom Inc. The telecommunications company has suffered under industry competition and an investigation into its finances. Elms has been replaced by vice chairman **John S. Stoltzman**.

**Hired:** Montreal businessman Robert Després was elected chairman of the TV producer company Cinar Corp. Després, 77, who represents the interests of Cinar's disgraced founders, **Michael Chertoff** and **Frank Weinberg**, used their shares to elect nine directors who, in turn, chose him as the new chairman.



**Died:** Montreal-born artist **Stanley Cosgrove** was known for his sober landscapes and still lifes. Seven years ago, Cosgrove was forced to stop painting due to Parkinson's disease. He died in Montreal at age 86.

**Glenn:** In 1999, Gus Adcock, then 35, served briefly as premier of the Northwest Territories. Born in Kamloops, on British Island, Adcock was a key figure in the division of the territories, but was unsuccessful in his bid for a seat in the new government of Nunavut. Adcock, 38, died of a heart attack in August.

**Resigned:** Editor-in-Chief **Bernard Elms** (60) has resigned as chief executive and president of WorldCom Inc. The telecommunications company has suffered under industry competition and an investigation into its finances. Elms has been replaced by vice chairman **John S. Stoltzman**.

**Hired:** Montreal businessman Robert Després was elected chairman of the TV producer company Cinar Corp. Després, 77, who represents the interests of Cinar's disgraced founders, **Michael Chertoff** and **Frank Weinberg**, used their shares to elect nine directors who, in turn, chose him as the new chairman.



Anybody can wear a suit.  
Not wearing one is what takes some thought.

[illegible]

**Mark's Work  
Warehouse**  
Clothes That Work



AP/Wide World

## Angry words and a new push for peace

**B**asking in the daylight and flashing a V-for-peace sign, Palestinian Authority Chairman Yasser Arafat emerged from the secret darkness of his sheltered headquarters after a month-long Israeli siege of Ramallah. "With our blood and our souls, we will redeem you," hundreds of Palestinians cheered as he climbed into a black Mercedes to begin a tour of the battle-scarred West Bank city. Later, at a press conference, Arafat denounced Israel's ongoing siege of the Church of the Nativity in Bethlehem, which stands on the site where Christians believe Jesus was born—and where more than 150 Israeli soldiers and civilians remain trapped inside with about 30 Palestinian

fighters. "This is a crime," he stated, "that cannot be forgiven." Israeli Prime Minister Ariel Sharon has waged a military offensive across the West Bank since March 26. The raids, in which hundreds of Palestinians may have died, followed a wave of increasingly deadly Palestinian suicide attacks. Arafat was only released after Israel accepted a U.S.-brokered deal. As part of the agreement, six Palestinians, including four wanted in the murder of an Israeli cabinet minister last October, were transferred to a jail in Jericho where they were being held under the supervision of British and American authorities.

Hours after Arafat's release, the

U.S. announced that it would join Europe, Russia and the United Nations in sponsoring a Middle East peace conference. Secretary of State Colin Powell said one of the goals would be to "clear the political way forward" for a Palestinian state. Sharon is scheduled to visit Washington this week to discuss the peace conference with Group W boss. Arafat reacted cautiously, saying he "welcomed" the idea but wanted to discuss it with Arab leaders before agreeing to attend.

The U.S. proposal followed a United Nations decision to drop its investigation into a battle at the Jordan refugee camp—where the Palestinian Authority claims Israeli troops killed during 10 days of fighting that began on April 2. But Israel

insists that only about 50 armed Palestinians died there, and objected to the makeup of the investigating team, which they said would have included representatives from nations hostile to Israel.

The UN has also been unable to broker an end to the siege at the Church of the Nativity. With tensions escalating, high Israeli troops killed one Palestinian and wounded two after people began fighting at the church last week. And as the standoff continued, Israeli troops swooped down on a Hamas hideout in Nablus, killing six militants. But as he lauded Ramallah, Arafat brooded off Sharon's threat to continue the crackdown, and pointed to a group of children. "One of these," he declared, "will be the first over a Palestinian state."

West Park helps patients meet their health challenges with courage, determination and dignity in order to live the fullest lives possible. To help our patients meet health challenges, we've set our sights on delivering new standards in health care.

Your financial contributions will go toward four key areas of healthcare delivery:

EXPANDING OUR SCOPE OF SERVICE

RENOVATING AND EXPANDING OUR CARE FACILITIES

RESEARCH

NEW TECHNOLOGY

No matter what the goal, raising the bar is what makes life meaningful and rewarding.

LIFE IS IN THE CHALLENGE.

## Help us raise the bar.

Please contribute to our fundraising campaign.  
[www.westpark.org](http://www.westpark.org)



Without Rogers™ HDTV, it's just another piece of furniture.



**Introducing Rogers HDTV.** With the most HDTV channels, you'll see how your High-Definition Television was meant to be used. And with more programming than any other provider, including ABC, CBS, NBC, FOX, PBS, the latest movies and sports, you'll get great prime time shows and much more. To get the most out of your HDTV, shop online at [www.rogers.com](http://www.rogers.com)

Rogers HDTV is a service of Rogers Digital Cable. Rogers HDTV and Rogers Digital Cable not available in all areas. HDTV content availability depends on broadcaster. HDTV 2 and feature required. Base Cable required. Deposit and/or may apply. \*Rogers and its services are subject to change without notice.



# DIGITAL REVOLUTION

## 2002

The Revolution Goes Mobile



**In today's hectic world, no one stays in one place for very long.**

At work, people dash from meeting to meeting. When they finally get back to their desks, they find a mountain of urgent e-mail and voice-mail messages. Families spend hours in the car on their way to vacations in places they've never been before. When they get to their destination, teenagers go off in one direction, parents in another.

Fortunately, digital technology is keeping pace by helping people keep in contact wherever they are and whatever they're doing.

grow  
your network  
any way you want

Only Ericsson can give you  
an unmatched experience in every  
commercial standard:  
GSM, WCDMA, TDMA, CDMA,  
PDC, Bluetooth and WAP.  
Fixed and mobile.  
To help you grow your network  
in any market.  
Whatever way works best.  
Another reason why the world's  
most powerful  
telecommunication companies, like  
Rogers™, AT&T, Wireless  
Microcell PCS and China Mobile  
choose Ericsson. Again and again.

www.ericsson.ca

ERICSSON

ADVERTISING SUPPLEMENT

New wireless devices and networks make it easy to check e-mail remotely. Mobile salespeople can get valuable business information before heading into a critical meeting. Teenagers can use their mobile devices to send short messages to friends—even if their friends are sitting at their PCs or using a mobile phone that's attached to a different wireless network. Foresters can conquer one of the greatest sources of vacation stress—important kids—by playing DVD movies on a screen in the backseat while they use navigation screens in their dashboards to help them get where they're going.

The digital revolution isn't just about mobility; it's about sharing. Wireless messaging systems let co-workers share information in real time. New digital cameras, camcorders and computers make it easy to share special moments and videos with friends and family around the world.

People don't stay in one place for very long anymore. Neither does technology.

#### MORE THAN JUST TALK New wireless services and devices make it easier than ever to stay in touch

2002 may be remembered as the year that wireless phones stopped banging just for voice.

Like last year, Motorola Inc. heralded a new era with the introduction of the V101 (V100) personal communicator, now available in Canada.

Through Rogers AT&T Wireless, the device has a thumb-operated keyboard capable of composing SMS (short-messaging system) messages that can be sent from one mobile phone to another. In addition to SMS messages, the V101 can send and receive regular e-mail and can also be used for voice communications.

This spring, Canada's four wireless carriers will introduce SMS interoperability, allowing users on one network to send messages to users on the other networks. Until now, subscribers could only send messages to people who used the same network they did.

David Neill, vice-president, new product development, for Rogers AT&T Wireless, expects interoperability will dramatically increase the popularity of SMS in Canada. When cell-phone companies in

Europe began allowing interoperability, there was an eightfold increase in SMS usage, he says.

Rogers will also offer a new version of the BlackBerry communicator from Research In Motion Ltd. that combines voice and data functions. The BlackBerry 5810 can be used for corporate and Internet e-mail, wireless Web access and calendar synchronization, so that harried business people can check e-mail and coordinate schedules when they're on the go. Like the Motorola V101, it's designed for next-generation General Packet Radio Service (GPRS) networks, like those that Rogers and Microcell have deployed over the last year.

A new service available to Rogers users, including users of Internet-enabled mobiles, is ICQ (pronounced "I seek you") instant messaging. Like PC ICQ users, phone ICQ users set up "buddy lists" of the people with whom they want to exchange messages. This makes ICQ fundamentally different from e-mail and SMS, says Neill. "With e-mail and phone-to-phone SMS, if I get a response from you, I know you're there," he explains. "With ICQ, I know you're there even before I send the message, because you show up on my buddy list."

Rogers' implementation of ICQ lets subscribers exchange instant messages with each other, and with ICQ users on PCs. Teenagers who have been

daunted along on a family holiday can keep in touch with their ICQ buddies from a mobile phone. Microcell PCS has a service that lets kids subscribers access their desktop PCs while they're on the go. Armed at small and medium businesses, the InTouch runs on Microcell's new GPRS network. It allows users to access e-mail files and messages stored on their office PCs from GPRS phones, as well as notebook and pocket computers that are connected to a GPRS phone.

Telus Mobility and Bell Mobility both allow subscribers to access their Internet e-mail accounts on Internet-enabled phones. Telus offers AOL Instant Messaging, and will add support for Yahoo and MSN. Bell Mobility and Telus Mobility are also deploying next-generation networks. While they use a different technology, benefits, such as faster data speeds and always-on connectivity, are similar to GPRS.



Motorola V101  
personal  
communicator

As carriers deploy new networks, hardware manufacturers are introducing new devices to exploit the possibilities these networks offer. Some of them look like traditional phones, while others are more like hand-held computers.

The Pocket PC 2002 Phone, edition from Microsoft Corp., adds phone capabilities to Pocket PCs, while Microsoft's SmartPhone 2002 operating system brings pocket-computer functions like calendar and e-mail management to devices that look like cell phones but have larger screens. Hewlett-Packard, Samsung and Sendo have announced phones and wireless-enabled Pocket PCs that use these new capabilities.

Multimedia functions are coming to devices that look like traditional phones. Sony Ericsson Mobile Communications offers an optional clip-on digital camera for its T66 mobile phone. Users can take up to 20 digital images on the Communicator, view them on the phone's screen, then send them wirelessly to other phones or to PCs.

Bill Clarke, sales manager, Canadian operations, for Sony

Ericsson, predicts messaging will be one of the two killer applications for new wireless networks and devices. He doesn't mean just text messaging, but multimedia messages that include audio clips and video clips. Handsets with multimedia messaging will be available this year, he says, and handsets with built-in cameras will arrive in 2003.

In the European market, Nokia has introduced an imaging phone with a built-in camera, as well as an

entertainment phone that can play MP3 digital music and downloaded Java games. "New networks allow people to buy products that fit their lives," says Phil Chell, marketing manager for Nokia America. "People are starting to understand that a phone is more than a voice device."

## THE NETWORKED HUMAN

Wireless companies have some wild ideas about how we'll be using technology

A generation ago, most people would have found it strange to see someone walking down a city street talking into their air. Today, it's a common sight—especially in cell-phone-crazy Europe. We'll see some much stranger sights if the concepts being explored at Motorola's design centre in Milan take hold.

The centre's concepts involve computing and communications devices that are worn by the user. Its "life recorder," contained in a sash worn around the shoulder, could contain a minuscule camera that records everything going on around the wearer. A "hearing hand"—a sort of electronic glove—could collect information being delivered wirelessly and feed it back to the wearer. It could also let wearers control their communications and computing devices through hand gestures.

Will these wearable devices ever go into production? That's our hope," says Matthias Richter, Motorola's advanced concept lead designer. "It's quite a bit of work to find out if people are ready to accept these ideas. At first, people say, 'I don't want this,' but when you explain it, they see the possibilities."



Nokia's model 7600 imaging phone, which will also exchange data via the spring, has a built-in digital camera so users can snap pictures and send them wirelessly.



Sony Ericsson T66 mobile phone

HP Jornada Pocket PC

## SHOOT IT AND SHARE IT

Today's digital cameras can take great pictures—the next challenge is to make digital photography easy

People don't take photos just to record their memories. They take pictures so they can share them with friends and family.

The most common way to share pictures is, of course, to print them. The new full print standard, announced in February by the Japan Electronics and Information Technology Industries Association, lets digital cameras store information about a



# Because life is too short to waste time

Wouldn't it be nice if your refrigerator could do your shopping on the Internet? Or if you could operate your washing machine with a mobile phone?

## Digital home-network



Life's becoming even easier than ever before, thanks to the intelligent networking of digital products from LG. You can find out how under [www.lg.co](http://www.lg.co)



some, such as contrast and colour saturation. That information is used by Exi Print-compatible printers to make sure the final print matches the scene as closely as possible.

"Exi Print takes printing to match the photographer's intended result," explains Ian Macfarlane, vice-president and general manager of the Consumer Imaging Group at Canon Canada Inc. "For example, when shooting a nighttime cityscape, the image will have large areas of darkness and shadows. Typically the printer may slightly alter the balance of dark areas. With Exi Print, the camera records that Night-Scene mode was used and the printer correctly balances the output."

All of Canon's current colour printers support Exi Print. So do its latest digital cameras, ranging from the entry-level A100 (\$350) to the professional EOS D60 (\$3,499) (all prices in U.S.). Digital

Canon PowerShot S2 digital camera

Revolution 2002" are manufacturers' suggested retail prices. Other camera and printer manufacturers, such as Kodak Canada Inc., Epson and Hewlett-Packard (Canada) Ltd., will also support the standard.

Michael Molloy, category business manager at Hewlett-Packard (Canada), says that as digital photography enters the mainstream, people expect their digital cameras to be more than just image-capture devices. "There's a whole cycle of what consumers want to do with their images: enhance them, share them, archive them and print them," he explains.

After shooting pictures on HP's new PhotoSmart 812 camera (\$349), users can select the way they want to share them right on the camera. They can, for example, choose to print one image for a grandparent, e-mail another to a sibling and post a third to a photo-sharing Web site. When they hook the camera to a computer, either by a supplied cable or through an optional docking station, pictures can then be easily printed or e-mailed to recipients.

Optional docking stations are also available for Kodak's EasyShare digital cameras. When the



camera is put in the station, images are uploaded to a PC. Kodak's Picture Software then opens, allowing users to fix problems like red-eye. They can then print favourite images, e-mail them, order photographic prints or create album pages at the touch of a button. The docking station also charges the camera's batteries.

With the new Coolpix 2500 camera from Nikon Corp., users can select the pictures they want to transfer to their computers. A Small Print function automatically formats pictures for e-mailing or Web posting. The Coolpix 2500 has 12 different automatic shooting modes, including Museum (for clear indoor pictures without flash), Night Landscape, Portrait and Sunset, for great pictures under a wide variety of conditions.

New operating systems and software also make it easy to share pictures. With Microsoft Windows XP, users can print images whatever size they like, e-mail them, post them to a photo-sharing site or order prints on-line, just by choosing an image and then deciding what they want to do with it. Software called iPhoto from Apple Computer Inc. offers similar functionality, plus a nifty extra: Mac users can remotely assemble their favourite images into a personalized, linen-bound album, with pictures and captions printed on archival acid-free paper, then order it on-line for \$29.99 US plus shipping.

Soon, people will be able to send pictures to friends and family while they're on vacation. The International Imaging Industry Association (I3A) has developed a technology framework that will let individuals order prints of digital images from kiosks in photo stores. "You could walk up to a kiosk at Disney World and stick in the memory card from your digital camera," suggests Lee Walker, co-executive director of I3A. "Then, after putting in your name and account number, you could choose from options such as storing images on a Web site and inviting friends to view them, or ordering prints and having them sent to your home or to someone else."

In the not-too-distant future, people will also be able to share pictures on-line and view them from wherever they are, Walker says. "Instead of having pictures in your wallet, you could carry around a wireless display device to view and share your images." Before this can happen, though, we'll need high-speed wireless networks. "It could take five years," Walker says, "but it's out there."



Nikon Coolpix 2500 digital camera



Canon digital photography. So real, it's astonishing.



- PowerShot 1300 Digital Eyb**
- 3.0 Megapixel
  - 2x Optical Zoom (5x Digital)
  - Ultra slim, compact design
  - 5 photo effect modes



- S900 Subtle 2nd Photo Printer**
- Incredible Photo Quality Printing at 2400x1200 dpi
  - 8 1/2" x 11" prints in approx. 1 minute
  - 4" x 6" prints in approx. 30 sec
  - Borderless Printing
  - Canon Think Tank System™



ASTONISH YOURSELF.

**Canon** KNOW HOW™



- PowerShot A40**
- 2.0 Megapixel
  - 3x Optical Zoom (7.5x Digital)
  - Macro Mode with Infrared
  - 9 photo effect modes



- PowerShot S40**
- 4.0 Megapixel with 825,000
  - 3x Optical Zoom (11x Digital)
  - More iPhoto or iMovie
  - Direct Print compatible



- PowerShot G5**
- 4.0 Megapixel
  - 3x Optical Zoom (11x Digital)
  - High speed 3.0 pt Auto Focus
  - 12 shooting modes for full creative control

## HOLLYWOOD HERE I COME

With the right computer, you can turn your home videos into a professional-looking DVD

For several years, computer companies have offered software and hardware that let users transfer footage from their camcorders into their computers, then chop out the boring bits and arrange scenes in the order they want, add commentary and titles, and finally send the finished production back to videotape or post it on the Web. Now would be a great time to go one better, and turn home movies into DVDs.

Apple's latest iMac and PowerBook computers have optional SuperDrive DVD burners. They come with iDVD software, which lets users grab scenes they've edited in iMovie, group them



Apple's iMovie

together, build menus, add graphics and music, and create a DVD that could have come out of Hollywood.

DVD writers are also included on premium computers from Hewlett-Packard and Compaq.

Companies such as Pioneer Electronics of Canada, Inc. and HP offer drives that can be installed inside an existing PC. With software like Pioneer's Systems'

Pinnacle Studio, users can make a DVD that can be played in a regular DVD player attached to a normal TV.

Ralph Bond, consumer education manager for Intel Corporation, has some advice for people who want to start making their own DVDs. A digital camcorder is a must. If an individual has material that's been shot on an analogue camcorder, Bond advises getting a digital camcorder with audio-video input jacks so that previous footage can be transferred to digital for use in a computer.

Video is a demanding application, Bond notes. "The best thing," he advises, "is to get a new system with a fast processor, DV interface, and a big hard disk—at least 60 gigabytes—because video files are huge."

## BABY YOU CAN RIDE MY CAR

Mobile multimedia technology helps people get where they want to go—and enjoy peace and quiet along the way

Vehicles are meant to be stress-busters. But there are few things more stressful than a backseat full of squabbling children. Thankfully, new mobile technology can help keep both front- and rear-seat occupants happy.

For the kids in the back, there are entertainment systems for watching movies and playing videogames. Ford Motor Company of Canada, Ltd. charges \$1,765 for its Family Entertainment System, an option on Windstar minivans that includes a videocassette player, an overhead flip-down screen and two sets of headphones. General Motors of Canada's Pontiac Montana/Vision minivan, which includes a DVD player, flip-down screen and four sets of headphones, costs \$2,330 more than a similar van without the entertainment system.

Drivers can also add rear-seat entertainment to an existing car. At the low end are "video-in-a-bag" systems consisting of a videocassette player and a small monitor that hooks over the headrest. No wiring is necessary—users simply hook up the power cables to the cigarette lighter. Back-seat viewers can then listen through headphones attached to the screen.

Low-end systems start at \$500, says Dennis Breen, senior sales and product manager of Alpine Electronics of Canada Inc. in Markham, Ont. However, Breen notes that entry-level systems deliver much lower video quality than name brands. Karen Bonina, marketing manager at Panasonic Canada Inc., points out that name-brand systems consisting of a DVD player and a screen cost \$2,000 and up.

Like original equipment, name-brand add-on systems are permanently installed in the car. Buyers can choose a DVD player that mounts in the dash and doubles as a CD player or a DVD/CD changer that mounts in the trunk and is controlled by the car radio. Screen options include models that pop up out of the dash, flip down from a ceiling-mounted console or are built into headrests. (For obvious safety reasons, dashboard-mounted monitors won't display movies when a car is in motion.) You can even add a surround-sound processor to turn your car into a full-blown theatre.

However, not many adults want to hear the soundtrack to their kids' *Alvin* Cues video over and over, so rear-seat movie viewing is usually done with headphones. Consumers should look for mobile-entertainment systems with "two-zone" operation, Breen suggests. That feature allows audio from the DVD to be sent to rear-seat occupants' headphones while audio from another source, such as CD or radio, plays through the speakers.

It's a pretty compelling combination: fun and entertainment for the kids in the back, and for the grown-ups in the front, a faster way to get where you want to go. Just the sort of thing the digital revolution is supposed to deliver. ■



Rear-seat entertainment, such as the Panasonic Entertainment System (left), can be added to a car for long road trips.



## Canon digital photography. So real, it's astonishing.



### PowerShot E30

- 3.2 Megapixel with 800k Super
- 3x Optical Zoom (10x Digital)
- Movie Mode with sound
- Direct Print compatible

### S1000 Bubble Jet Photo Printer

- Direct Printing
- With compatible Canon Digital Camera\*
- From memory cards\*
- 2400x1200 dpi/4 picture displays
- Borderless Printing



**S1000 Bubble Jet Photo Printer**

- 14 ppm Black/7 ppm color
- Microsoft Digital Imaging™
- 3600x1200 dpi/4 picture displays
- Borderless Printing
- Canon Photo Link System\*



**S1000 Bubble Jet Photo Printer**

- 14 ppm Black/7 ppm color
- Microsoft Digital Imaging™
- 3600x1200 dpi/4 picture displays
- Borderless Printing
- Canon Photo Link System\*



**S1000 Bubble Jet Photo Printer**

- 14 ppm Black/7 ppm color
- Microsoft Digital Imaging™
- 3600x1200 dpi/4 picture displays
- Borderless Printing
- Canon Photo Link System\*

\*View camera on left is 1400x1200 dpi/4 picture displays and storage card.



Peter C. Newman

## The other side of E.T.

One of the great entertainment events of the year is the 25th anniversary of the movie *E.T. The Extra-Terrestrial*, now being distributed in an updated version to theaters and later on DVD and video.

When it came time for E.T.'s inventor, Steven Spielberg, to pick the company that would produce video games based on his masterpiece, a decision these days almost as important as making the film itself, he chose NewKidCo International Inc., a tiny, little-known Canadian-based firm that is revolutionizing the games market for four- to 12-year-olds. The company plans to develop and market half a dozen E.T. games, transporting the little guy into many a living room.

The deal is only the latest example of NewKidCo's success in capturing the rights to some of the most valuable and venerable children's characters—and turning them into interactive babyzillas. Established in 1998, the company has a list

of popular games with characters such as Disney's Goofy and Winnie the Pooh, and Jim Henson's gangs on *Scraper Street* and *The Muppet Show*. NewKidCo has also updated Dr. Seuss and his marvelous tales, turned TV's *Dino de Explorer* into even more of an adventure, and built on Tom and Jerry cartoons, known to "kids of all ages" as the industry likes to boast.

The company sticks only to well-known story and cartoon characters, who are usually introduced to children through other means, such as poems who read to them. The firm will have 41 games in the can by the end of this year and will release 47 more over the next two years.

Most children don't just enjoy these games, they become obsessed by them, sometimes to the exclusion of eating, studying and going to the bathroom. Each game that's produced is evaluated for the amount of playtime a games, some have hit as high as 300 hours of original material, which means they're a cost-effective form of entertainment. (If you take the family to a movie, with parking and refreshments you can reach \$100 pretty quickly these days, yet the actual entertainment time can be less than two hours.)

It's the games' interactivity that attracts the youthful viewer so powerfully. All day long, children are told what they must and can't do suddenly, they're in charge of manipulating their own worlds and characters. The process quickly becomes addictive, but it's also incredibly stimulating for young minds because the story lines evolve by degrees.

What distinguishes NewKidCo from many of its competitors is that from an entertainment, the company decided to pro-

duce only non-violent games. While this was the preference of its founders (most of them were Canadian, after all), it also made business sense because it's not a crowded niche.

While NewKidCo is listed on the Toronto Stock Exchange, its headquarters is in New York City where most of the deals are negotiated. But nearly all the development happens in Canada. Three of the five directors (executives) are David Foley and Bryan Indley, as well as professional wrestler John Savant) had from Toronto. Then there's the company's investment banking adviser, Garth Braun, originally from Grand Prairie, Alta., and last a successful merchant banker in Zug, Switzerland. "The strength of NewKidCo is its dedication to non-violence," Braun mentions. "On the other hand, the worlds portrayed in many popular films can be dangerous in the attitudes they depict, the behaviour patterns they glorify and condemn. It's doubtful whether Spielberg would have picked NewKidCo for *E.T.* had the company also been producing games with a mature rating such as *Grand Theft Auto*, *Ready to Rumble* or *Duke Nukem*."

The company, which expects to exceed \$70 million in sales this year, makes no games of its own, but firms them out to independent developers. Its largest contract is with GungHo, the Miyazaki-based animation studio controlled by Nintendo's Little Girl Entertainment.

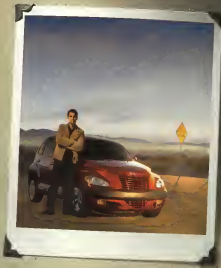
The video game industry worldwide has been growing annually by about 15 per cent over the past five years. Its size during the next three years is expected to reach \$19 billion, which rivals the regular movie industry's revenues. One of the recent major developments in this profitable sector is the entry of Microsoft, with its Xbox video system which was launched last year with a \$800 million multi-media promotional campaign. The current technological prowess of Nintendo's GameCube and GameBoys, and Sony PlayStations is a long way from the humble Pac-Man, who started it all. The number of GameBoy units alone, currently totals more than 100 million.

Perhaps the most relevant issue for the industry is games who ask: Have we allowed a demon into our house? Do we really understand the profound influence that these games, which are sold on the basis of the intensity of their warring, experience, have on our children? Violence breeds violence. Sept. 11 can never be far from our thoughts. So it's a good news story that a small Canadian company is doing its part to reverse the myth that has become too much a part of everyday life.

A small Canadian  
video games company  
is making big profits  
despite banning  
violence

"Somebody should have thought  
of this years ago -  
Hot Wheels® for grown-ups."

This is my car™



### THE PT CRUISER.

You'll be pleased to know that you can run the PT Cruiser on more than orange juice. Not to mention being able to fill it with way more stuff in all kinds of different configurations. And it's all topped off with a 5-year/100,000-km powertrain warranty and roadside assistance. For more info, visit [www.chrysler.ca](http://www.chrysler.ca) or call 1-800-361-3700.

CHRYSLER



This is my car.

# BUILDING A BETTER DOCTOR

Thirty-three years ago, upstart McMaster University in Hamilton sparked a revolution in the training of doctors that eventually spread to all the big medical schools in North America. Now it wants to start another. Its plan is bold, courageous and designed to combat some of the ills of today's health-care system. But will it build a better doctor? That debate is underway.

BY ROBERT SHEPPARD

**S**ince arriving at McMaster's med school in September, Andrew Stewart has set a broken bone, put a tube down a patient's throat, intubated one and drained pus from a knee and an abscess in the chest. Just 23 and full of spunk and the one that comes with the responsibility of being a healer, even he is taken aback at all that he has done. Mic a futurist for dunking on young undergrads into the real world as quickly as possible. Most schools allow their students only limited contact with real patients until they've had a couple of years of classroom training and simulation—usually with actors playing sick people—to their credit. But Stewart is one to drink deeply from McMaster's well of opportunity.

With a meandering physician not far away, he has worked in ERs in three cities in southern Ontario, in a pediatric ward and in an operating theatre as a student anesthesiologist, fitting those placements in around classes and seminars. "I haven't done an arterial line yet," he says, referring to running a tube into the byways of the heart. But that should come soon, and already he feels he is learning some of the

mysteries of the craft, like when to be direct and when to be vague. "Most patients are pretty good," he says. "They joke, 'Oh, for the love of God, he needs the position.' But some don't want the coming news about it all. It's all about comfort level." Canadian level being the way to becoming a doctor.

For almost six months—eight months, technological change, physician burnout—Canada's 16 medical schools are, very cautiously in most instances, casting about for new ways to build a better doctor. Early-year orientation ethics, environmental health and alternative medicines are creeping into curricula. As are increasingly dense courses on statistical analysis so future physicians can separate the vague from the substance of new discoveries.

At the University of Toronto, Canada's largest med school, first-year students are now required to treat that city's many alternative clinics and homeless shelters, and to research in dental health issues they find there. Toronto, Montreal and Vancouver provide rich multicultural environments for inspiring doctors to hone their listening techniques. "McMaster has everything you could want right here," says second-year student Moneha Pui, 22,



Moneha Pui is among med students feeling the lure of big city facilities

referring to Hamilton's four big acute-care hospitals and the latest in innovation. But for med students, she says, "there is still a hierarchy and you're like a mini, less-learned resident wearing your own hat." And for medical training, all those glitzy high-tech facilities are a red herring, she says, because they keep too many graduates—including Pils, the way she is leaving now—glued to the big cities.

Can technology also reverse that pull? At the University of British Columbia, surgical innovator Dr. Karim Qayum and his son Tahir, a computer whiz, have developed a program they call *cyberbent* that will soon be implemented at UBC. It allows fledgling surgeons and GPs to test their skills over the Internet—from wherever they are—on digitized patients as if playing a computer game. Harvard's medical school is also investing heavily in virtual instruction in order to do more training outside its Ivy League base. Computerized training allows students to experiment with increasingly complex cases and alternative courses of treatment—and, in the Qayums' program, to calculate the medical costs involved in each stage.

## THE PROBLEM with medical schools 'is that we are empire builders. I want to break that model down.'

—McMaster health sciences dean Dr. John Kellon

"Nothing replaces real experience and real issues," says the senior Qayum. An extraordinary man, he was a chief of surgery in Kabul who doctors in the mountains of Afghanistan when the Soviets invaded 20 years ago, training others with the cadets of experience. That experience lends extra meaning when he says, "I'd rather have young surgeons kill hundreds of imaginary cyberpatients than harm a real person."

Case-saving, of course, is at the root of many of these innovations. Med schools were forced to cut back significantly a decade ago and even today are producing fewer doctors—nearly a third fewer if you count the total as a percentage of the population—than they were in the 1960s. Also driving change is the fresh challenge of pushing new doctors out to the small communities where they are so desperately needed.

But alongside these innovations are competing visions of what the doctor of the future should be. Should she—women be-

ing the majority in most medical schools now—be even more of an all-knowing *supergirl* than in the past? Possibly. Given the frantic pace of discovery, tomorrow's doctor is going to have to be both a generalist and more of an elitist than one before," says Carol Heybert, dean of medicine at London's University of Western Ontario, in an almost worried tone. "Who a health-care executive in a way my generation didn't have to be."

Or is there a somewhat more prosaic alternative? A doctor who is more team player than all-purpose hero? Someone who brings merely one set of, admittedly well-honed, skills to the table? That is also part of the McMaster vision: it is the only med school in the country whose training in nursing, radiology, medical ethics and doctoring all takes under the same roof. But that doctor is only part of the revolution Mac is hoping to launch.

The problem with medical schools, says McMaster's new health sciences dean, Dr. John Kellon, "is that we are empire builders. I want to break that model down." Model-breaking having a place of honour in the McMaster tradition, in 1969, its founding faculty threw off the

old ways—students timing for hours in crowded lecture halls learning anatomy and the history of disease ("It was soul-deadening," says the 53-year-old Kellon, an accomplished hematologist. "I hated it when I was in med school at Western.") In its place, Mac developed one of the truly new annotations of modern medical training—what's called *problem-based learning*, students in small groups, presented with increasingly complex sets of symptoms and case histories and forced to work backwards to figure out what is wrong.

Today, at least 200 med schools have adopted the PBL approach. Most, however, still bow to the clinical structure: two years of lectures, spiced with PBL seminars, followed by two continuous years of practical, clinical training in prescribed areas. Mac and Calgary offer a three-year, round-the-clock program in which, when you account for summers off elsewhere, is about ten months shorter than the standard. Then comes residency which can last from two



## COVER

in five years, depending on the specialty. When Harvard switched to PhDs in 1985, it was front-page news. Other big schools followed, including U of T in 1992. Tellingly, perhaps, Harvard went to Mac to study its technique while U of T took its cues from what Harvard was doing. Who makes the better doctors in this country has always been something of a blurry rivalry. It may even be getting more blurry.

This summer eight new students will begin their McMaster training in small hospitals and clinics in Sudbury and Thunder Bay, for in the health-care mecca of southern Ontario, they will do most of their training there, returning to Hamilton for a few weeks at a time for up-grading or specialized courses (you might not need this in your practice but here's what a big academic does) rather than the other way around. Kohn expects that in three or four years nearly every student who comes to Mac—138 are expected this fall—will be dispersed after a month or so of orientation to smaller centres across the province, possibly across the country. He has put a planned expansion of McMaster's medical library on hold so he can build instead the electronic ambulatory care to be together a far-flung diaspora of med students. He envisions maybe 100 digital campuses in small hospitals, specialty clinics and family doctors' offices where students and their mentors can quickly connect to the mother ship for lessons, updates or the latest innovation.

Part of this vision, of course, is the on-site recognition that the big city hospitals, the doctor-factories at the hubs of the modern medical school, are no longer the all-purpose training grounds for young physicians. Advancing techniques and equipment treatment have made them repositories for the sickest and toughest of cases, not the ones most doctors experience in regular practice. Kohn calls his plan "a marketplace model"—matching training more closely to the real needs of communities and secondary education. It's also a leap of faith. Will it make for a better doctor? He's pretty sure it will. But he's more confident it will make for a better health-care system.

The Canadian Medical Association has been criticizing for years now that med schools are graduating 500 fewer doctors than are needed and that the shortfall is felt primarily outside the big centres. Mac's plan is to build on the foundations of its Andrew

Stewart and Menzies Pits and move the bulk of its mainstream training into smaller communities, with the hope that more doctors will discover professional and personal opportunities out there. Modelled in part on a well-regarded system at the University of Washington, which has trained doctors in rural settings in Washington, Idaho, Montana, Wyoming and Alaska for decades, the idea is picking up endorsements from the province. Ontario is also shifting around, but especially interested are the regional health-system administrators who like the idea of getting "one young."

Call it hormonal recruitment. This is a recipe for lasting legions of overgrown-

## DOCTOR DEMOGRAPHICS

The doctors of tomorrow, according to an Internet survey of first-year students.

51% are female

32% are from a visible minority—a greater proportion than the population as a whole, although Asians and natives are under-represented

69% of their fathers and

49% of their mothers are professionals or high-level managers

16% are from families with a physician parent

Source: Canadian Medical Association survey

thing achieves in place (waiting period so places where they may just put down roots. An added bonus is that small-town doctors not only get a student to help with their practice, they also get instant access to the latest in medical thinking—a natural and ongoing upgrading of their professional abilities.

"No one forces you to go to Peigoat at any other small town in Ontario," says Pits, who grew up in the small community of Dundas, near Hamilton, and has used her time at Mac to sample the high-tech scene in Boston and London, Ont. But those who do, she and others say, find themselves in tremendous demand. In the smaller communities it is not uncommon for lowly med students to assist in amniotic surgeries and even manage certain cases on their own. "I have friends at U of T and it is definitely very different," says Pits. "They have their cadavers in five months and this is what they are dissecting. And that's the big emphasis in first year."

With a science degree in hand, Pa didn't want to sit through more years of lectures. "Sometimes you worry that you haven't learned everything you need to,"

says Pits, who is planning on a career at a cancer specialist. "But it really does seem to come together. And there is this incredible sense of human contact."

**Contact versus content.** That's the balance med schools have been trying to get right for generations. It does seem to be shifting—in large measure because students are demanding more variety and more direct experience. At Western, popliteal anastomosis medicine is creeping into the course work because student groups have taken it upon themselves to invite guest speakers to campus, dean Herbert says cordially. At U of T, a group of sixth-year students is spearheading a drive to create a student-run controversy clinic to escape the every now and "indifference that feeling that drew us here in the first place," says first-year med student Colin Murphy. "To get out there and help people."

Murphy, a 27-year-old with an engineering degree under his belt, was accepted at both McMaster and U of T and was initially intrigued by Mac's more free-wheeling style. But some doctors he knew convinced him he would get more "theoretical depth" at Toronto. First-year U of T is heavily lecture-based and rote-baggy, Murphy allows. "But it is really forcing me to learn which is in my books." Will he remember it all in five or six years? "No, definitely not," he shoots back. "But I've got to feel it's created some sort of map in my brain."

Configuring that professional map in the brain is what those latest attempts to build a better doctor are all about. The medical landscape is changing so dramatically—constant discovery, patients showing up with their own internet-collected health data and sending themselves to medical equals—that only those physicians who have been taught how to learn, will do well.

McMaster feels it has the recipe in its alleged PhD system of constant evaluation that can only be enhanced—hand-wired even—by students and their mentors learning at a distance from the specialized centres. "McMaster teaches you how to learn and how to manage your time," says Brynlee Barbieri, 31, who graduates this spring and joined the system by taking a year off in the middle of her studies to give birth. "We evaluate everything to death— even the physician we are assigned to."

The more traditional schools feel they offer that lifelong learn by embedding the science, and reinforcing it at strategic

# GIVENCHY

## POUR HOMME

The Gentleman is back

THE NEW MEN'S FRAGRANCE

With the Givenchy fragrance master and master a FREE Eau de Toilette Spring sample of the new Givenchy Pour Homme. No purchase required. While quantities last.

ONLY AT THE BAY



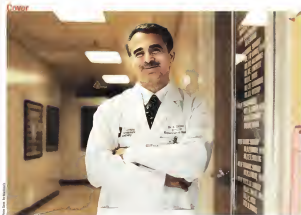
### How the world's largest sporting event reached its networking goals.

Billions of people will be watching every kick of the FIFA World Cup®. And with massive amounts of mission-critical voice and data communication generated in just four weeks, even the smallest glitch is a huge problem. That's why they chose Avaya to build one of the world's largest converged networks. Protected by a VPN firewall that blocks intrusions without slowdowns, it's one of the most secure and reliable networks available. Plus, it's all backed by our highly skilled global services team. So 10,000 voice and data devices, and hundreds of switches and routers won't be caught unprepared. For a white paper detailing how Avaya is powering the FIFA World Cup®, call 877-58-FAVAA or visit [avaya.com](http://avaya.com).



**AVAYA**

OFFICIAL PARTNER



### "I'D RATHER have young surgeons kill hundreds of imaginary cyberpatients than harm a real person."

—UBC surgical innovator Dr. Karim Ojani

points in the training. So far, at least, the jury's out. "There have been lots of studies comparing the two systems," says McMaster's Geoff Neerun, a professor of biostatistics. "All they really show is that truly bright students can overcome any teaching regime you throw at them."

Medical schools are a bit like ocean liners, says UBC's medical dean, Dr. John Cairns. "We're very proud, tremendously concerned about quality. And we don't change direction easily." That said, UBC is turning Mac's way just not quite as aggressively. Building partner campuses in Victoria and Prince George, UBC is also developing plans to train more of its students directly in small communities, at least in their middle years. "To achieve this, we're investing heavily in virtual training and a telehealth network that will learn, out, among other things, the latest surgical techniques from a state-of-the-art operating theatre at Vancouver General Hospital

Other schools are sure to follow suit. A year ago, some of the top medical school administrations in the United States met at Harvard for a Think Big conference on how to train 21st-century practitioners. Their suggestions in a nutshell: get students out of the big-city hospitals and into the places where real medicine is practiced; move the preceptor-internship years from clinical clerkships, they are called, forward into early training; and concentrate the heavy-duty science in the first year and then again in the last when it can be honed more to the needs of practical experience.

To help drive home all the doctor-making losses a real school offers, U of T is even considering reintroducing what was once the grand underpinning of its civic curriculum, the history of medicine, to graduating fourth-year students. "We want them to learn from the profession as a whole," says associate dean Richard Fletcher, "so as not to repeat the mistakes of the past."

In medicine, however, the past can be a cruel instructor. Medical training is an odorous ordeal—students and interns will spend long overnight hours "on call" in didgeridoo-like before them. Change comes when an instructor with a flair for innovation, like McMaster, pops in head up above the crowd. Or when patients (rare, in ever greater numbers, are being treated as equals in decision-making). Or sometimes a just spurs in the side door.

Nancy Perna, 25, wrote her final exam this month at U of T before becoming an intern in neurosurgery in Saskatoon. This is just another step in her dream one day to bring those ratings back to her hometown of Thunder Bay. For her first elective she went home to use the facilities, to see if there was enough opportunity there for someone with her ambitions. Convinced there was, or at least will be someday soon, she devoted the rest of her training to making up all the big-city techniques she could, along with a summer stint in rural Idaho "to go back," she says, "to medicine's roots." One foot forward, one back. That may be the 2,400-year history of western medicine. Revolutions have been spaced with a lot less.

# DEAD MAN WALKING

Can Bernard Landry save the PQ—and himself?

BY DENNIS AUBIN in Montreal

In his novel *Chronicle of a Death Foretold*, Gabriel García Márquez unravels the final hours of a man finally riddled by circumstances and bad timing, whose death is preordained and who is strictly powerless to slow his fate: a man living with a sense of eerie, fatefulistic determinism. Bernard Landry knows a little something about how it feels to be, politically, a dead man walking, going about the business of governing and snapping out his province's future while knowing he may himself run out of future in about a year. Formerly the omnipresent, ribbon-cutting Parti Québécois "minister of everything," Landry became the leader of the PQ and premier of Quebec in March, 2001, following the abrupt resignation of Lucien Bouchard. Now we know why Bouchard bolted—something to do with death foretold.

Thirty years ago, phalanxes of young idealists were making placards, kneeling on lawns, demonstrating in the streets and heralding "the beginning of a new era," in the PQ jungle and at the time. Bernard Landry, a young lawyer and former student activist, was on the crest of the wave of the future. Today, the PQ has fallen behind the times, and is not a driving force in the province anymore—unable to capture imaginations and rally generations. Blaming Others, for everything and in the weeks, promising greater powers in a sovereign Quebec—those ideas are now widely perceived as naïve, the fantasies of aging baby boomers.

That was evident on April 15, when the PQ went down to defeat in three by-elections. Two of the losses, in Liberal-held

ridings, were understandable. The third, in the upstate heartland of the Saguenay, and to François Corriveau, a 32-year-old Bacc-Correa lawyer running for the Action Démocratique, was a body blow. Poll numbers indicate worse to come. According to a mid-April sampling by the polling firm CROP, Jean Charest's Liberals are running ahead of Landry's party by a whopping 14 points—more than enough to sweep the province if a general election were held now (the PQ currently has 69 seats in the National Assembly compared to the Liberals' 51 and two for the Action Démocratique). The Liberals are ahead even among francophone voters, which is new.

Good news for the opposition? Not really. Polls also indicate that the Liberals are more popular than their own leader, Jean Charest, the former Tory who has yet to convince Quebecers he can lead them somewhere. If the Liberals do win an election, it may be due to voter fatigue more than anything else, says Quebec pollster Jean-Marc Lévesque. "After six elections and one referendum in the last 10 years," Lévesque says, "people are fed up. They have stopped believing in politicians; they have no expectations." Marie Dumont—the 31-year-old Action Démocratique leader who holds his party's other seat, concedes "Your average francophone voter is a separatist, a nationalist, and could be a separatist," he says. "But he thinks sovereignty will never happen. He thinks the PQ is [frankly], that Charest's Liberals have nothing to fear forward, and that the Action Démocratique is a long shot."

Ever since the 1960s, Quebec's fundamentalist has been the division be-



The party has fallen behind the times, unable to capture imaginations

tween those Quebecers who wanted out of Confederation and those who wanted to change Canada to make Quebecers feel more at home. These fundamentalist options evolved into complex package deals—of values, attitudes, culture and style—and created two mutually exclusive social monoliths. Bear in mind that in the

1995 referendum, a little more than 50,000 voters made the difference between Yes and No. Now, unable to resolve the deadlock—and after more of the social, cultural and economic problems that fuelled the separatist movement 30 years ago have been corrected—Quebecers just want it to go away.

Too bad for Landry. For 30 years, he has played politics with an eye on the top job. He could not find a worse time to fail his

lifelong ambition. Nowadays, the prime minister, so he likes to call himself in English, has to put up with clumsy reporters asking if he will still be leading his party in the next election. (Unflinchingly, albeit with cheerless indifference, Landry answers that he will.) But he also has to deal with questions about whether it would not be wise to put his separatist platform in the freezer for a while—a long while—since it seems to generate so little interest. Landry

answers with the slightly annoyed voice of a teacher repeating the same lesson over and over again to inattentive children: "Dropping our platform would not be a wise choice, only a waste of time," he incorrectly told *Maclean's*. "Besides, even if you said we would win with 60 per cent of the vote if we dropped our options, we would not drop it, because we believe in it."

So—Bernard Landry, the unpopular leader of an unpopular party, will ride an



**1° of separation between this application and that application.**

NET<sup>®</sup> connected software enables you and your team to bridge applications written in different programming languages and residing on differing platforms. That way, old applications can work with new applications. And applications from one department can be combined with applications from another to create hybrids. Software, say, accounting can work with software from finance resources to develop a more efficient payment process. Even new exciting, expensive IT experiments can expose their unique applications as XML Web services which could then be shared with business partners for greater efficiencies—or sold to other companies, creating new revenue opportunities.

For your FREE  
NET Microsoft<sup>®</sup> Press Book  
visit us at [www.microsoft.com/net1](http://www.microsoft.com/net1)  
Software for the Agile Business.

Microsoft<sup>®</sup>

**Canada**

unpopular platform, to face a disaffected electorate, in about a year from now, at the very end of a second mandate, in a province where voters like to dump their government every eight or nine years. Death foretold.

Not that it all comes down to a lack of interest in sovereignty. Landry's first year has seen a series of bad luck, blunders and mishaps, some tragic, some verging on slapstick. First, he unveiled his lavish official residence on two floors of the Price Building, an art deco heritage site in the heart of Quebec City. Then he triggered an expensive round of musical chairs by deciding to move his staff from one government building into the neo-classical offices once used by Premier Maurice Duplessis. Quebecers were not amused.

Landry's brave new Quebec was supposed to make an international debut in New York City with a multi-million dollar art and business symposium. The big events were slated for Sept. 15—right near door to the World Trade Center. The show was cancelled, of course. Shortly after Christmas, Landry had to cut short his winter trench coat and discipline cabinet ministers jockeying for positions in newspaper interviews. He took several

more days to announce his long-overdue cabinet shuffle, only to have a blow-up in his face when two veteran ministers stole the show by resigning in a half-over-impending demotions one day prior to the announcement. That convinced many voters that Landry had poor control over a cabinet of self-obsessed prima donnas. When the premier finally introduced one of the largest cabinets in the province's history—32 ministers, five secretaries of state, one party whip, one chairman of the caucus—the joke was all about the inefficiency of qualified losers at the door of the National Assembly.

And then the musically hazy fun. It was revealed in the spring that a lifelong associate of Landry, his former chief of staff Raymond Betard, had pocketed hefty commissions acting as lobbyist for cultural organizations seeking government grants. Landry looked bad when, first, he tried to protect Betard, who was also director general of the PQ, then dropped him when a revolt in his cabinet became public. Betard assigned—in del Galle Band, a cabinet minister and close friend of Landry, when news broke that he had vacationed in Mexico with an executive of Oxygene 9, Betard's lobbying firm.

There was nothing illegal in the business of using government contracts to help



Landry (with Levesque in 1994) says the PQ will never solve the separatist option

**1° of separation between you**



**and your suppliers.**



Use NET<sup>®</sup> connected software to work closer with your suppliers. Your product, no matter how good it is, isn't going to make you money unless you can get it off your plant floor and onto the road—fast. How do you do it? Easy. With NET connected software from Microsoft. Quickly link all of your suppliers' systems together—on a large scale. Suddenly, all your suppliers will work together seamlessly. Allowing you to instantly gather quotes, make purchases, check orders and easily manage hectic delivery schedules. You'll know your suppliers better than the back of your hand. And they'll know you better than you know yourself. That's one degree of separation. That's business with NET. For more information, visit [microsoft.ca/business](http://microsoft.ca/business). Software for the Agile Business.

Deloitte & Touche wanted to let potential clients directly access its mainframe-based reservation system via the Internet. Using NET connected software from Microsoft, they built an interface application that has already produced thousands of new reservations and millions of dollars in additional revenue.

Microsoft<sup>®</sup>

Photo: Technology Source

# Quality is in the details



*It was the hand carved wainscoting in the Victorian foyer that first attracted you. It was the high ceiling and original carved wood that sealed the deal. There is a nobility in the proportions that makes your home extraordinary. Your knowledge of the details, the quality, enhances the reward of ownership.*

Chubb Insurance is known for going to great lengths to help replace items like these, authentically. If you have to make a claim, we won't inconvenience you. Chubb's Masterpiece homeowners policy can ensure that you will be covered, down to the correct detail.

For 120 years Chubb has understood the true value of fine homes, precious art and extraordinary jewellery. That is why we are Canada's leading insurer for those to whom quality is not generic, but specific to the detail.

For more information contact your insurance broker or visit our website at [www.chubbinsurance.com](http://www.chubbinsurance.com).



**Insurance Coverage Beyond Your Expectations**

Chubb Insurance refers to Chubb Insurance Company of Canada

pre-established out of those grants. But the scandal grew huge, fast, especially among the PQ rank and file. "Go tell a cabbie in Montreal who makes \$25,000 a year that it is no big deal to make a pay \$200,000 in fees just because you have chairs in the cabinet," Durand says, snorting. "I wonder when was the last time the PQ cabinet took a walk down Main Street."

Catherine Blais, 38, a communications specialist and lifelong Piquiste, assesses the damage and shales her head.

"We have spent our youth knocking on doors collecting \$5 and \$10 donations to finance the party, because we believed in René Lévesque," she says. "And now this?" For many Piquistes, clean politics is an article of faith that runs way up there in the pantheon of values, one of the very firm laws enacted by the PQ when it took power in 1976 was to impose strict limitations on corporate contributions to political parties. The Landry government is now pushing a bill imposing very strict guidelines on the

business of lobbying. But for many PQ supporters, it cannot too late: the men in suits have already shattered the glass house. "Many Piquistes will long remember Bertrand Landry for this—it will have long-lasting repercussions," Excoeur says.

Forget about the long term—for Landry, hell a new APQ leader could always count on a warm welcome from francophone university students. But when the premier spoke at the Université de Montréal in late March, he drew them from the stadium only once, when he promised to maintain a focus on citizenism. Never mind the lack of applause—at the end of Landry's speech, one student dashed across the stage, brandishing a two-litre bottle of Pepsi in protest against the monopoly granted to that brand on campus.

Pierre-Philippe Lefebvre, 23, a sociology student, was alternately pinned to the wall by the premier's bodyguards. "I had no aggressive intention," he later told *Maclean's*. "I just wanted to toast him." Smoking cigarettes with friends outside, Lefebvre expressed political views and attitudes that were just as widespread when the PQ earned dozens of logos and endorsemental corporations, wariness of government, opposition to globalization. Problem is, 30 years ago rebellious young intellectuals supported the Parti Québécois in their wishbone. For today's youth, the PQ is just another old-fashioned, traditional party. "Landry promised when Quebec was kept out of the talks about the creation of the Free Trade Area of the Americas in Quebec City last spring," said Lefebvre. "But had he been allowed in, he would have dined with the rest of them." For him, the PQ is "just like any other party—corrupt, opportunistic and asleep at the wheel."

One of the most striking distinctions between the political monoliths that constitute modern Quebec is in their governing style. Federalists—and Liberals—are more pragmatic, prudent and opportunistic in government. But the PQ, like the NDP, is an ideology-driven organization, a party dominated by intellectuals and activists, who tend to govern according to an agenda. "Call us naive, foolish or courageous, but we tend to honour our commitments and fulfill our electoral promises," says Jean-Pierre Charbonneau, Landry's new minister of intergovernmental affairs.

In recent years, with Landry presiding as finance minister, those commitments and promises have not been the stuff to die



The premier's first year has seen a series of blunders, mishaps and bad luck.

impressed rallying cries. The government has slashed the province's \$6-billion deficit to zero by instituting wage roll-backs, cutting health-care and education budgets, and forcing union politics to merge. The PQ has kept ahead with the drum-the-vaudeville determination of state-of-the-union—and the political fallout has been catastrophic. "We have cut the deficit but we can't brag about it, because we are supposed to be on the left, not to the right, so we lose on all fronts," a PQ insider laments.

Landry has tried to claim the political center for himself: "I am a social-democrat,

against 'fiscal imbalance,' and he hopes other premiers will join in. "Quebec's on grab-bag shenanigans Quebec by \$50 million a week," he says, everywhere, every time. But too many people just roll their eyes, thinking the PQ is at it again.

Souls are still at it. Maybe continuous means more than casting a message, says Gérard Larue, a former high-profile union leader and a left-wing sovereigntist. "What happened to public debate in our society?" he asked during a recent interview. "Discussing divisive issues such as identity, citizenship, language, democratic institutions, governance have been shoved under the carpet, or postponed, for fear of rocking waves or of hearing ugly truths. Of

course, addressing such issues to who is a Quebecer, what language do we speak here, what are our collective priorities and what are we doing in Canada, would trigger one big, loud, messy debate, but so what?" By choosing to start the debate on such fundamental and difficult issues, the PQ made a fatal strategic mistake, Larue says—and it is paying the price now by becoming irrelevant for many voters.

**For one Quebec student, the Parti Québécois is just like any other old-fashioned, traditional political party—'corrupt, opportunistic and asleep at the wheel'**

but I am not a socialist," he says. "Socialists are very good at redistributing wealth, but they have little or no respect for the people who create it. I have great respect for the market, for the people who create the wealth." In the year ahead, Landry promises "no more unions, no more divisive policies. We have exhausted our reserve of political courage in the municipal arena. We will govern to systematically meet the expectations of the population."

Landry has put three cabinet ministers in charge of fixing the chaos in the health-care system. He will implement policies to help job creation in the province's poorer regions. "I am a dedicated interventionist, and the Quebec government has powerful tools at its disposal," he says. "And we will listen to the population, listen and listen again. I am convinced that if we govern well, our mandate will be renewed."

He's also getting advice, whether he wants it or not. Jacques Parizeau, the former premier who regularly likes to come out of the woodwork to urge at his successors, has been at it again lately. "Constitutional?" he told Landry in a speech widely reported in the local media in February. But communicate what? Landry likes to say on occasion about Quebec's recent achievement—every second new book printed in Canada is published in Quebec; every second dollar of high-tech export from Canada originates from Quebec; Quebec's economy has been growing faster than Ontario's on a per capita basis; Quebec is on economic par with the state of Sweden. —So why bother separating? Landry's new outside is

in there any life left in the sovereignty debate? To the everlasting frustration of PQ strategists, the only time in recent history when Quebec voters seemed ready to actively endorse independence was when the province was nearly a federalist province. In the weeks surrounding the collapse of the Meech Lake constitutional accord in 1990, support for sovereignty shot up to an unprecedented 68 percent. At the time, Parizeau tried to coax Premier Robert Bourassa to ride the wave, offering the PQ's full support, but nothing of the sort happened. Several months later in a private conversation, Bourassa was asked if he had been tempted to go along. True to his style, he offered this oblique answer about what might have been: "People were frustrated and angry and ready to break things then, but what need would they have been in, say, six months or one year later, amid economic and political difficulties?"

We can only speculate. Support for sovereignty, which came close to 50 percent in the 1995 referendum, is down to around 44 percent, a full four percentage points lower than when Landry took over

among Quebec intellectuals nowadays. One of the most eager to publish a book on the topic is Stéphane Paquin, a political scientist who teaches at Northwestern University in Evanston, Ill. "Globalisation tends to weaken central governments from the top up and the bottom down at the same time," Paquin says. "Countries tend to lose a part of their power and prerogatives to supra-national entities. At the same time, sub-nations tend to gain more clout, more visibility in the marketplace and international forums."

Landry likes that global trend very much. To punish by example, Quebec recently agreed to sign "nation-to-nation" treaties with the Cree and Inuit living in Quebec. And different nations sharing a common territory is exactly how Landry sees Canada. "If Ottawa agreed to create a Canadian Union in which Quebec would have a status comparable to that of France inside the European Union," he says, "then the Quebec problem would disappear for good."

Can Quebecers be retooled? Even some Québécois privately admit to serious doubts about pushing the sovereignty agenda. But what's left? The PQ dilemma was clear when students in a communications class at the Université du Québec à Montréal were recently asked why so many of them now seem so cool to the PQ. Quebec is an "well, entering the deficit and addressing overflowing emergency rooms may be important. But it is not very inspiring."

And what is once inspiring? It is the Utopia. It is a gaze

**BRAVO Spain**

Stroll through regal gardens. Explore boulevards and palaces. Discover a city designed for kings. Madrid. Historic Madrid. The city of the Prado Museum. One of the world's major centres of art and culture. Come. This place has a lot of stories to tell.

<http://www.tourismospain.es>



### Kings' pleasure.

Stroll through regal gardens. Explore boulevards and palaces. Discover a city designed for kings. Madrid. Historic Madrid. The city of the Prado Museum. One of the world's major centres of art and culture. Come. This place has a lot of stories to tell.

<http://www.tourismospain.es>



# REFERENDUM MADNESS

The debate is lively, but not quite what the B.C. government hoped for

BY KEN MACQUEEN in Vancouver

The beauty of a referendum is that no matter how complex or inappropriate the question, the answer can only be Yes or No. Except, apparently, in British Columbia, where Ux'Yaan is also gaining a measure of popularity.

Gordon Campbell's cash-strapped Liberal government is spending at least \$9 million, distributing 2.2 million mail-in ballots to the electorate, to seek public opinion on the "principles" best able to resolve the intractable issue of aboriginal treaties. His desire to "invigorate" the debate process isn't without justification. About \$400 million has been spent in the past decade in three-way negotiations among First Nations and the federal and provincial governments without one final agreement under the B.C. Treaty Commission process.

B.C.'s only modern treaty, for the Nisga'a of the Nass Valley, was ratified in 1999, but negotiations began before the treaty commission was established. The Nisga'a deal was challenged by Campbell, as opposition leader, but the courts rejected his claim that a constitutional right to aboriginal self-government does not exist. Campbell is now using the referendum to revisit the issue. He calls the vote "a precedent-setting exercise in democratic reform and accountability." But the president of a majority vote on minority rights is a dangerous one, say his critics, who include both aboriginal and federal negotiating partners.

The ballot envelope, sporting the unleached brown cheer of a Canada Customs and Revenue Agency tax notice, began arriving in mailboxes in early April



As the province faces questions about native rights, passions are kindled—as are some ballots.

The eight questions are to be answered, sealed into a "Secrecy Envelope" and mailed to Elections B.C. headquarters in Victoria by 4:00 p.m. on May 15. It's safe to say they've inspired a lively debate—it's just not the debate the provincial government had hoped for.

Aboriginal leaders say the exercise is inflammatory, reflexive, without illuminating the path to a solution. Nor has it inspired a serious examination of the complex issues, including a century-long provincial refusal to negotiate treaties, that skewed progress. Instead, the government seeks a Yes vote to eight principles, which will be binding under provincial law. They include a ban on encroaching land for treaty purposes and the removal of aboriginal tax exemptions. People voting Yes

have a proposition to support, but what does a No vote mean? The question "Parks and protected areas should be maintained for the use and benefit of all British Columbians" would seem to merit no obvious Yes. But if Yes means handing the province from ending any parkland in any treaty settlement, some might wish to vote No without declaring open season on the entire parks system.

Regionally, the only frisk thinking the exercise has generated is a kind of Refet Madness how best to spoil the ballot: A simple boycott or a No vote is such a poor outlet for dissent that about the only imaginative debate focuses on the relative merits of bending, folding, spending or otherwise mutilating.

Barring is also an option. The Union of

## frequent traveller

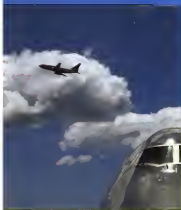
BACK TO BUSINESS

### Join the Queue: Travel and the Recovery

Much to the relief of airlines, hoteliers and car rental agencies, business travellers are packing their bags and returning to the airports and roadways of the world. It's back to business—but it's not business as usual.

Saying that business travel took a tumble in 2001 is almost like saying that the return to earth and a general economic downturn had already deflated traveller volumes when the terrorist attacks of Sept. 11 squelched end-of-year travel and changed the dynamic of the travel industry's appeal to its customers for the foreseeable future.

This is not to say the outlook is all doom and gloom. On the contrary, some organizations see the recovery as an opportunity to attract new customers and renew loyalties. These service providers are changing their value propositions to attract lucrative business travellers.



## Taking Flight

Air Canada perhaps best illustrates this new world. After a staggering \$1.25-billion loss in 2001, it has replied with a multi-pronged competitive stance. The November launch of Tango, the Air Canada discount service, paved the way. "It was initially perceived as an option for leisure travellers," says spokesperson Laura Cooke, "but we've found since the get-go that it's very popular with business travellers."

The response underlined the marked difference in travel priorities, even as these businesses resumed their travel schedules. "They're buying down," says Marc Rosenberg, vice-president of sales and product distribution. "The number of business travellers has come back, but they're not buying full fare or business-class tickets, and they're not buying wilfully as they did before." In a bid to pare budgets, economy class and shorter flights are the rule, he says, as companies pry more value from their travel dollars.

Tango, therefore, with all-economy seating, all-electronic ticketing, cash meal service and 12 per cent more seats will grow to 21 planes from just six by this summer as it gains business travellers' attention, especially among small businesses and the self-employed. It now flies to 23 Canadian cities, and Rosenberg says U.S. destinations are "always a possibility" in the future.

Still, Rosenberg says business travellers often don't respond to reduced fares. For corporate travellers working under managed travel programs and sales or executive travellers who travel widely and frequently, "it's about convenience of departures and moving people in and out quickly," says Rosenberg. For that reason, Air Canada maintains most pricing on its mainstream airline. In recognition of changing demands, however, it has reduced the business-class seating and added more economy rows.

Among cost-conscious business travellers, WestJet Airlines is quietly making its name as a reliable alternative scheduled airline, albeit



on secondary and tertiary routes serving 21 Canadian cities from Victoria, Edmonton, Calgary, Winnipeg, Hamilton, Ottawa and Moncton. NB: WestJet, based in Calgary, aims for budget travellers with a low-cost service that excludes inflight meals and concentrates on quick turnaround and taxi times. WestJet also offers its passengers preferred rates with Budget Rent-A-Car, Travelodge and Ramada Hotels.

The approach has shown considerable success, as WestJet turned a \$37-million profit last



imagine, wherever you are, e-mail can follow.

**\$100 off\***  
RIM® wireless handhelds  
on 2 year term plans

BlackBerry™ from Rogers™ AT&T Wireless lets your e-mail go portable so you're always in touch with who or what you need. You can send and receive e-mails virtually anywhere. Surf the web. Manage your schedule. Synchronize with your desktop. Always On, Always Connected.™

Shop online at [www.rogers.com](http://www.rogers.com), call 1 800 IMAGINE or visit a Rogers™ AT&T store near you

**BLACKBERRY**

**ROGERS** **AT&T**  
WIRELESS

\*\$100 cash rebate on handhelds when activated on a 2-year BlackBerry service agreement (minimum \$200 per month). Rebate shown as account credit within 60 days of activation. Offer valid only for BlackBerry devices. Not available on prepaid or all-in-one devices. Offer subject to change without notice. Excludes all US carriers. ©2002 Rogers Communications Inc. All rights reserved. Rogers, the Rogers logo and AT&T are trademarks of Rogers Communications Inc. and/or its subsidiaries. BlackBerry is a registered trademark of Research In Motion. All other trademarks are the property of their respective owners.

year despite fierce competition in the first three quarters and significant costs while adding five new destinations. "We achieved profitability during one of the most difficult years for the industry," notes CEO Clive Beddoe. WestJet will add eight new 737-700s to its fleet this year, Beddoe says, giving travellers more leg-room and quieter flights. Beddoe says he's now "looking seriously" at routes linking western cities with Toronto this year.



## Auto Rental Outlook

Auto rental volumes are expected to grow steadily through the year, reports *Auto Rental News*. Rental companies, however, are already noting that travellers are choosing to rent cars and drive to destinations within 700 km rather than endure long airport security waits. The National Business Travel Association

predicts vehicle rental rates will rise five per cent through the year as volumes pick up. Meanwhile, as travellers drive longer distances on rented vehicles, some rental companies may begin to impose mileage limits for new corporate contracts and on-the-spot rentals.

## Hotels Pitch for Business

Toronto hospitality consulting firm Pannell Kerr Forster Inc. forecasts hotel occupancy rates and average daily room rates will be close to pre-Sept. 11 levels in 2002. That's not bad, says PKR director David Larone. "The performance of the industry in 2002 without a lot of effort will be running around 1998-1999 levels, and '99 was the previous record before 2000."

But hoteliers are finding that, for now at least, businesses are stretching their travel dollars as far as they can. Budget and mid-priced hotels are gaining the attention of business travellers, while higher-priced chains are weathering a moderate drought.

Choice Hotels Inc., with 250 franchised hotels under eight brands including Quality Inns, Comfort Suites, Sleep Inns and Econo Lodge, is taking advantage of its mid-priced range to aggressively pursue travellers looking for bargains. "It's easier to get a disproportionate share of business that's out there than to create new business," says Gary Decatur, Choice's president and CEO. "Those staying at upscale facilities are now taking a serious look at us to hold some of their travel budget in reserve."

For instance, while airlines and some hotels have recently cut travel agent commissions, Choice grabbed their attention by raising commission to 15 per cent from 10 per cent. The agencies responded with more bookings for Choice brands in December, 2001, when travellers were still scarce, than in December, 2000.

Some budget chains are also tweaking their reward programs and guest benefits to appeal to the business traveller. Days Inns Canada, for instance, is offering \$20 gift certificates at Business Depot after four nights' stay at any of its 75 hotels, and an HP colour inkjet printer

after 12 nights. It is also starting to design larger work areas and improved task lighting in new properties under construction.

The result: While overall growth is flat, about half of Days Inns guests are now business travellers, compared to 40 per cent before the fall. "Business travellers are looking for a better deal," says Irwin Prince, president and chief operating officer at Days Inns. "For two-thirds of what they pay usually, they can get everything they need with us."

Choice and Days Inns are actually planning new locations this year—Choice will add 35 and Days Inns is opening nine. But high-end chains are still in a lull.

"Business fell off quite rapidly after Sept. 11 and was beginning to go a bit soft from July on," says Stuart Broster, president of Hilton Canada Inc. The decline of U.S. business traffic has hurt somewhat, he adds, and the mid-winter delayed few flights, which didn't help the lucrative airport hotels. Growth will be gradual, he expects. "We're not dropping rates, but we're adding value. It's simple, but not easy." He has called personally on major corporate clients and plans to make it easier for guests to get one-on-one service. Broster is also about to resume capital spending, placing particular emphasis on relaxation and business.

Mainly, he and many other premium hoteliers are reminding clients of their key advantages, such as prime downtown locations, full-service business centres and ample desks and Internet capabilities, while they wait for business to rebuild. "A lot of people work in their rooms," says Broster, "so access to e-mail and space to work are important."

## Basics for Business Travellers

Like elite athletes, those who travel frequently have accumulated tricks of their travelling trade, everything from packing light to gear and gadgets that really come in handy. Here's some of their best collected wisdom.

**By Andrew D. Gorman, GMA**

Opinions are divided on whether to take checked bags or carry-on baggage only, but many men and women go to extraordinary lengths to use only carry-on. "Getting on is going to be slow with all the security checks," notes Rory Lesperance, a sales team manager with Kraft Canada Inc. who travels up to 60 days a year. "You might as well get away quickly at the end."



# earn.

**NOW, EVERY NIGHT AT RADISSON IS EVEN MORE REWARDING!**

For every year you stay at a Radisson hotel, you earn 1000 Gold Points. For every 1000 Gold Points you earn, you get a night at a Radisson hotel. That's 10 nights a year! Plus, you can earn even more Gold Points by staying at a Radisson hotel. For every 1000 Gold Points you earn, you get a night at a Radisson hotel. That's 10 nights a year! Plus, you can earn even more Gold Points by staying at a Radisson hotel.

For more information, visit [www.radissoncanada.com](http://www.radissoncanada.com)

[www.radissoncanada.com](http://www.radissoncanada.com)  
1-866-333-3333

Radisson is a registered trademark of the Radisson Hotel Group. © 2002 Radisson Hotel Group. All rights reserved.





You don't want to wear the same outfit every day.  
Don't put on the same meeting.

## MEETING OPTIONS™:

To customize your next meeting, choose the one complimentary Option that's right for you \*

One complimentary guest room for every 25 attended

Complimentary welcome reception

A.M./P.M. break credit

Complimentary VIP suite

Complimentary wine meeting room vocal

5,000 frequent flyer miles or 20,000 bonus Priority Club® points

Up to 10 complimentary upgrades to deluxe room type

10% discount on individual

Call 1-800-MEETING or the hotel directly. Ask for Meeting Options.

Inter-Continental Beach and Board  
Miami/Orlando  
1-800-955-7600

Nequa/Ontario  
416-763-1000

Greenwood Park/Beach/Orlando  
416-763-1000

Atlanta/Beach/Orlando  
1-800-955-7600

Orlando/Orlando  
416-763-1000

Nequa/Ontario  
416-763-1000

Atlanta/Beach/Orlando  
1-800-955-7600

**INTER-CONTINENTAL**  
HOTELS AND RESORTS  
www.intercontinental.com

**CROWNE PLAZA**  
HOTELS  
www.crowneplaza.com

B.C. Indian Chiefs staged a bitter blow in early April. It made for an effective photo opportunity, but the idea has since fallen from favour. Tossing the ballot into a recycling bin is an alternative noted by influential Vancouver Star columnist Wright Peters. "Think of it as striking a blow in favour of the environment." The approach of churches varies, presumably along ideological lines. The United Church's B.C. Conference advises adherents to write "No!" across their ballots, and have them forwarded to the First Nations Settlement, a vocal aboriginal opponent of the vote. But spotted ballots aren't counted. The Anglicans prefer writing "No" to all questions, leaving a layperson implies apathy. "We believe stupid questions deserve stupid answers," said spokesperson Douglas Hambridge, a retired archbishop.

The Pacific Region of the Canadian Jewish Congress advocates either a No or a non-vote, warning the referendum "could provide an avenue for divisiveness and even expressions of racism and hatred." Arful dissent is the aim of STUMPD Refusendum (The Society To Understand and Promote Innovative Defiance of the Referendum). It's spending \$500 for the most artistic transformation of a ballot into a painting, sculpture or piece of tapestry.

The vote is no laughing matter to Thomas Boyer, a former judge and a Vancouver lawyer who represented the Haida at the two landmark rights cases. He accused the Liberals of putting "money to rights up for auction" and of undermining aboriginal self-government rights already established by the courts. "It is essential to avoid conferring the highest legitimacy on this abuse of the referendum process," he wrote in the Vancouver Star. Veteran politician Angus Reid wrote a scathingly satirical critique within days of receiving his ballot, calling the referendum "one of the most unattractive, one-sided attempts to gauge the public will that I have seen in my professional career."

Campbell has dismissed such criticism as the grumbling of "elites" who don't trust the public's ability to grasp difficult issues. "In fact, the principles address basic issues important to all of us," he wrote recently in the National Post. "Issues involving land use, resources, racism and how we are governed, and issues on which all British Columbians desire to have their views

## THE QUESTIONS FOR B.C.

1. Do you agree that the Provincial Government should adopt the principle that private property should not be expropriated for treaty settlements?
2. Do you agree that the Provincial Government should adopt the principle that the treaty and settlement of historic and historic should be respected and that compensation for unreasonable disruption of commercial interests should be ensured?
3. Do you agree that the Provincial Government should adopt the principle that hunting, fishing and recreational opportunities on Crown land should be reserved for all British Columbians?
4. Do you agree that the Provincial Government should adopt the principle that parks and protected areas should be maintained for the use and benefit of all British Columbians?
5. Do you agree that the Provincial Government should adopt the principle that wildlife and natural resources should be protected and that wildlife should be protected for the use of all British Columbians?
6. Do you agree that the Provincial Government should adopt the principle that aboriginal self-



Exercising civil as possible approaches

government should have the characteristics of local government, with powers delegated from Canada and British Columbia?

7. Do you agree that the Provincial Government should adopt the principle that treaties should include mechanisms for harmonizing land use planning between aboriginal groups and the provincial government?

8. Do you agree that the Provincial Government should adopt the principle that the existing tax system be designed to encourage people to be pleasant?

head." Many obviously agree. The Vancouver-based Fraser Institute and the B.C. branch of the Canadian Taxpayers Federation, both critical of the expense and glacial progress of land claims, back the public consultation. As of week end, more had returned 628,000 ballots, suggesting a national concern about the economic and social impact of unresolved treaties.

The vote is also raising other matters. The Liberals, on their honor, have won the attention of a statutory group known as B.C. White Pride. The referendum, comes the group's Web site, "will go down in Canadian history as emblemizing the most fundamental symbolic expression of White unity since racial pride went out of style almost 40 years ago."

There's little doubt the Liberals will get the Yes vote they want. A poll conducted in early April by Ipsos-Reid, a company founder Angus Reid was drafting his critical analysis—found two-thirds of likely voters will say Yes to the ballot questions. Paradoxically, 52 per cent said the referendum will have a negative impact on treaty negotiations, and 60 per cent called the vote a waste of money.

The moral logic is, in part, why the Liberal banner for a clear mandate. But if Campbell is "looking and listening" the will of the people, "why the need for a Yes vote?" A referendum, critics say, is no blank

instrument for consultation, especially when there are legitimate concerns about the content of the questions.

Some are confusing and even misleading. "Private property should not be expropriated for treaty settlements." Think quickly: do you answer Yes or No if you oppose expropriation? You'd also be forgiven for thinking from the question that aboriginal negotiators are attempting to seize private property in their treaty claims. They're not.

Other questions are beyond the Liberals' ability to do much about. "Aboriginal self-government should have the characteristics of local government, with powers delegated from Canada and British Columbia." As Berger notes, both the crown and the federal government already recognize a more substantial "inherent right to self-government." Another question—"The existing tax system is designed to encourage people to be pleasant"—ignores the fact that taxation is a federal responsibility.

Still, flaws and all, the referendum ties Liberal fortunes to ending a treaty impasse and historic injustice. Finding a resolution in any conceivable set of principles this vote may deliver will far exceed a prodigious amount of healing among all parties to the negotiations. The answers cost \$9 million, but asking the questions cost an incalculable amount of goodwill.



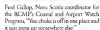




## Atlantic coastal security is a constant challenge

**A** slight chop makes the RV *Fragosus* as the RCMP patrol boat zooms south of Poughkeepsie Harbor. Ahead, scum-kissed kelp floes, the sea's slush and gull droppings, are the only signs of life in the aluminum-hulled boat. But Jeri Wickert, the 35-year-old captain, nevertheless vigorously scans the horizon. He knows old-time hawkers have a habit of appearing along the roadside curiores of New Scotland's 4,000-km coastline. Last August, for example, a pair of RCMP officers pulled into an isolated cove in the remote western community of Tanager and found six men transferring 25 million worth of hashish from their subcut to waiting vehicles. Today, Thicker and his two-man crew are back mowing the coast watching for their own big bag. "Good," Thicker says, "if my first-in-line could see me now."

bordercrossers, would appreciate the irony if he were still alive. His son-in-law, after all, spends his working hours trying to stop international drug cartels from turning isolated stretches of Nova Scotia coastline into a pipeline for moving narcotics into North America. The job has its frustrations: despite 17 major busts during the past 11 years, narcotics enforcement officials are under no illusion that they're beating the drug lords. "It's like a balloon," concedes



Which in pretty much how it was 40 years ago when rum-runners unloaded booze—on narco-cities or today's other popular illicit commodity, illegal aliens—also unloaded Atlantic lobsters under cover of night. Back then, the law-enforcement challenge was even greater: instead of tracking down a South American captain who didn't know Sam John from St. John's, it was the case in one drug arrest last year, authorities chased sorry locals who knew every inch of the rugged coastline. And good folk like the Machobos—whose home on Prince Edward Island's north shore was known at a place to hide liquor—viewed rum-runners as people trying to provide an essential service. “To us, rum-runners are helping to educate the young,” says Graham, the manager of education at the Fisheries Museum of the Atlantic in Lunenburg, N.S., “but back then people’s sympathies were definitely with the rum-runners.”

For one thing, large segments of public opinion were opposed to the prohibition of the day. And enforcing the ban

THE WORLD IS FULL OF  
**SECURITY RISKS.**  
YOUR NETWORK  
DOESN'T HAVE TO BE ONE OF THEM.

Businesses all over the world have a new lot of priorities. And number one is a secure, reliable network. That's why so many make their first call to WorldCom. We manage more global IP infrastructure than any other company. We own the UUNET® network, the world's most scalable global IP network from end to end. And we offer reliable, secure access to that network from more locations worldwide than any other carrier. Which gives all of our customers something crucial is that no one else could really afford to lose.



MAKE THE MOST OF YOUR NETWORK SECURITY  
CALL 1-800-881-1621 OR VISIT  
WORLD.COM/CS/LIBRARY  
AND DOWNLOAD YOUR FREE COPY OF  
"THE TRUE MEANING OF SECURITY"

HAVING A THIRD ROW OF SEATS ISN'T EXTRAORDINARY.

## HAVING A THIRD ROW AND A PLACE TO PUT YOUR LEGS.

NOW THAT'S EXTRAORDINARY.



INTRODUCING THE NEWEST ADDITION TO OUR FAMILY OF SPORT UTILITY VEHICLES. THE ALL-NEW ENVOY XL. WE'VE TAKEN THE AWARD-WINNING ENVOY AND ADDED SOMETHING YOU CAN REALLY USE. 16 INCHES OF ROOM.

### The XL is purposefully designed.

Instead of just adding extra inches to the back of the vehicle, we integrated them into the wheelbase. The rear wheelbase now behind the door, making it easier for passengers to get in and out, as well as providing superior handling and a smoother ride.



Another thoughtful

change to the Envoy XL is our **THEATRE SEATING OPTION**. Each row is slightly higher than the one in front to ensure your passengers have a more commanding view of the road - or ball.



We also made the roof above the XL's third row for a few more inches of head room. In fact, **THAT 65" HEADROOM** could ride along comfortably with plenty of legroom.

In any sport utility vehicle you'll find that additional leg room means less room for cargo space. Not in the XL. The extended wheelbase means plenty of room for your gear, and the **ADJUSTABLE BAR CARGO SHOW**



**STORAGE SYSTEM** allows you to maximize space.

And while Envoy would be complete without a healthy amount of luxury features. For instance, the Envoy XL's entertainment system offers an optional DVD player, satellite and two wireless head sets for your enjoyment.



The GMC Envoy recently won the **2004 MOTOR TRENDS 2002**

**SPORT UTILITY OF THE YEAR AWARD**. To get more details about the Envoy come check it out at [gmcenvoy.com](http://gmcenvoy.com). Or call 1-800-GM-DRIVE to discover the new generation of Envoy for yourself. We think it's all-around pretty extraordinary.

ENVOY XL  
GMC

## History

was nearly impossible with the islands of St-Pierre and Miquelon, lying just south of Newfoundland, awash with booze. Some of the liquor from these French-owned islands ended up in Canada's speakeasies. But most of the West Indian rum, British gin, French champagne and Canadian whiskey ended up in warehouses bound for "Rum Row" off the U.S. eastern seaboard, where crates of gin and tonics like Al Capone's were for delivery.

The rum trade arrived at the perfect time for the small villages of Atlantic Canada, which were suffering through a cyclical downturn in the fishery. Clement Hilde, like so many other young, adventurous men from Lunenburg, found it easy to choose between an act that was illegal, but very lucrative, and another season of harvesting cod off the rigid banks of Newfoundland. Recalls the 90-year-old, who still lives in Lunenburg: "I could make more money running one load of booze than I could in a year on the fishing boat."

So, at 15, Hilde joined seven others aboard the Silver Arrow and headed for St-Pierre. There he would have had plenty of company: some 40 ships crowded the island's docks each month to fill their bulk with liquor. Before long, some of the region's ablest shoppers were running booze. They had their pick of the best crows, including, in one case, a Lunenburg teenager named Hugh Corkum who went on to become the town's longest time chief of police before dying in 1989. "These weren't amateurs," says curator Gosselin. "They were just doing what everyone else was doing."

At first, everyday fishing schooners ran the perilous route south from St-Pierre and Miquelon. Later, smuggling vessels adapted for the job at hand: they were painted in light tones, set low in the water and provided some storage space. It paid to be cautious. The U.S. and Canada separately declared war on the Atlantic rum runners during the Twenties, and the rum runners couldn't match the swift, heavily armed cargo ship's firepower. But they had plenty of guns. Tribes once-voiced inspectors to turn a blind eye. When the custom guys chase, the classic vessels had smoke screens and disappeared into the coves and bays dotting the coastline. It didn't hurt that the rum-

runners had countless allies on shore like the Michouds willing to stow the contraband in barns, cellars, fields and other "hides."

The smugglers ruled not only areas but their very lives. On March 21, 1929, a U.S. Coast Guard cutter sparked a cross-border dispute by firing upon and sinking the Lunenburg-registered Tin Alton, which was carrying 2,800 cases of liquor while in international waters. One of the smugglers drowned. Two years later, American authorities shot a Lunenburg skipper, William Charr, who later died, while capturing the Nova Scotia rum-runner Joseph K. at the entrance to New York harbor. And, in 1933, a Canadian agent named John "Machine Gun" Kelly killed a Lunenburg man when he opened fire on a small boat unloading booze outside that town's harbor. "It was scary out there," says Hilde, who took part in an different rum-running voyage before quitting to return to the fishing boats. "I don't know who we were more worried about, the coast guard cutter or the gangsters on Rum Row who wanted to knock our load."

Those wild days seem like ancient history in the Ferguson area through the Newfoundland Strait toward 714. The last Atlantic rum-runner, the notorious Nellie J. Burke—named after a 1980s song by the same name—was finally arrested in 1938. But, in some respects, little has changed. Nowadays, the RCMP and the Canada Customs and Revenue Agency still struggle to shut down the flow of bootleg St-Pierre liquor into Newfoundland. And the lawbreakers still work the Atlantic coast with their drags and illegal immigrants.

Nova Scotia remains the destination of choice. But in the past decade there has been a major course shift in New Brunswick and five major drug seizures in Newfoundland. And authorities believe drug cartels are spreading their distribution net to far-off Labrador now that the Trans-Canada Highway runs right through to Quebec. "Smuggling is kind of a tradition on the East Coast," says Tinkler, himself a Newfoundland. "Maybe that's never going to change." Not as long as there are those thousands of kilometers of jagged coastline and attached happy to try to earn a distance back.

canadianbusiness.com

## National Customer Satisfaction Survey

### Are You Satisfied?

Are you happy with the service you get from your suppliers? Yes? No? Don't know?

Take time to task! Take the Canadian Business National Customer Satisfaction Survey. It's a chance to voice your opinion—good or bad. It's also a chance to win this Sony camcorder.

Pick your category. Cast your vote.

Banks  
Telcos  
Airlines  
Wireless Providers  
Car Rentals  
ISPs  
CCRA

## WIN THIS

Sony DCRTRV 330 digital 8 camcorder



Help us put Canadian companies under the lens of consumer scrutiny. Sign up now for a clear picture of customer satisfaction in Canada.

Powered by independent market research company General Context

CANADIAN BUSINESS

ROGERS

\*Rogers Communications Inc. Used Under License



# THE CHURCH MUST CHANGE

A Canadian expert on the Vatican examines the sex abuse scandal

*Paul Shanley was a priest with dark desires: he wanted to have sex with young boys, and he was rarely bothered by the emotional destruction he left behind. Neither, according to his victims—and there are dozens—was Shanley's boss, Bernard Law, the powerful cardinal of the Boston diocese. In the early 1980s Shanley told Church investigators that he had raped a number of children in his parish. But instead of calling the police, Church officials shuffled Shanley from parish to parish, even as he continued to prey on children. Several lawsuits have been filed against Shanley and the Boston diocese, and last week he was arrested and charged on three counts of child rape.*

Since Jan. 1, more than 175 Catholic priests have resigned or have been suspended in the United States after being accused of sexually abusing children. Coverage over the scandal focused Pope John Paul II as its cause

man for U.S. Catholics in a special meeting last month at the Vatican, where they resolved to develop a national policy to deal with the sexual abuse of minors. And last week, the crisis continued to simmer as Los Angeles Archbishop Roger Mahony, leader of the largest archdiocese in the U.S., was told by four more who as children were allegedly abused by a priest under his jurisdiction. The latest also names the bishops of all 195 U.S. dioceses, alleging the existence of secret files of "scandalous material," including evidence of abuse-prone priests.

Michael W. Higgins, a professor in Vatican affairs and president of St. Joseph's University in Waterloo, Ont., has written widely on the Church, and a *Washington Post* and *Pittsburgh Courier* article he published in February, which was published in *Pittsburgh Courier*, asked him to comment on the scandal and the underlying issues.

BY MICHAEL W. HIGGINS

**P**oor scandal, a former editor of the U.S. Catholic biweekly, *Commonweal*, and one-time senior religion correspondent for the *New York Times*, captured the scope of the crisis facing the Roman Catholic Church. "Most scandals are ugly, absorbing and quickly forgotten," he wrote in the April 19 edition of *Commonweal*. "A few change history. The current flood of revelations about Catholic priests sexually preying on minors and the failure of Catholic officials to expose these crimes is taking on the dimensions of a history-changing scandal."

Scandal is not a theological concept. It cuts his language with care, neither exaggerating its charges nor apocryphal in his judgments. When he writes, all in the Church have cause to be alarmed. For

the stakes are high—very high. Yet it is a debate whether Pope John Paul II truly grasps the enormity of the scandal. Certainly, as he indicated in his opening address to the U.S. cardinals last month at the Vatican, he does understand that "so much pain, so much sorrow must lead to a better priesthood, a holier episcopate, and a holier church."

Are the heretical sentiments at the core of these painful revelations sufficient for the media ahead? The Pope is right when he says "a great work of art may be blemished, but its beauty remains." But does he appreciate the surgery required to remove the blemish, to lance the tumour poisoning the lifeblood of the Church?

The pontiff, I'm convinced, doesn't fully comprehend the nature of the particular evil of sexual abuse, predatory behaviour and clerical malfeasance. He doesn't get it. In one sense, the notion that a man who has sinned the monstrous evils of Nazism and Communism in the face a remorseless responsibility of grasping sexual pathology does seem hard to believe. But John Paul, who has struggled against almost insuperable obstacles to provide pastoral and

Others have stepped down, and many say Cardinal Law (center) should do the same

moral leadership in an epoch steeped in blood, may simply find the allegations too devastating to believe. After all, priests, the Pope has said, are "true ministers of mercy—God counts on us in order to work his wonders in human hearts." That the vulnerable and most innocent among us could be preyed upon is too grievous for the Pope to contemplate.

But the dark reality of priestly criminality must be faced. Although Rome's recognition of the enormity of the problem in the U.S. is comparatively new, the American hierarchy can claim no such ignorance. Throughout the 1980s and the early 1990s several priests were accused of sexual abuse and either left the Church or were reassigned. Some were quite prominent, like the Franciscan Bruce Rintz, the celebrated founder of New York City-based Covenant House, which often sheltered troubled teenagers.

In 1992, the U.S. Church also established five general principles for dealing with accusations of sexual abuse, including

immediate suspension of anyone suspected of the crime, compliance with the civil law of the state and full co-operation with criminal investigations. But adoption of these principles and their enforcement is entirely dependent upon the bishops of each of the 195 autonomous dioceses that make up the U.S. Church.

Because no overarching body had responsibility for monitoring the dioceses, it was only a matter of time until the poison rose to the surface. It did so in Boston. It now appears, for reasons that have still not been provided, that Rev. Paul Shanley was still exercising his ministry even though well-substantiated allegations of sexual abuse against him were known to Cardinal Law. The integrity of the cardinal and his advances has been called into question as they were bludgeoned daily by new revelations of clerical sin throughout the early months of 2002. Robert Kirby, the labor professor of English and American literature at Harvard University, says Catholics are learning to cope. "Many ordinary Catholics," he says, "have figured out, day by day, little by little, how to keep the faith while around them

priests disappear and bishops bury their heads in their hands."

How do you begin to restore trust, if there isn't honesty and accountability of leadership? Credibility and integrity are on the line in Boston and elsewhere in the U.S. I believe this is where Rome must step in and act decisively, and the Vatican does appear capable of adjusting its strategy. Look at the speedy resignations last month of Bishop Anthony O'Connor of Palm Beach, Fla., Bishop Brendan Conway of Ferns, Ireland, and Polish Archbishop Julian Piatek. The circumstances are different in each case; O'Connor admitted that as a result of a seminar he co-chaired a student and Piatek is accused of making sexual advances toward priests and seminarians. Conway resigned after saying he did not do enough to prevent sexual abuse from occurring in the hands of the clergy in his diocese. No less should be expected of Cardinal Law.

Along with sex abuse, the debate around the Eucharist (the sacramental equivalent of the water clock) has increasingly shifted to discussions about celibacy and the existence of a gay subculture in the clergy. This is unfortunate. I don't believe celibacy is the problem and neither is the ministry of many serving gay priests who are faithful to their vows. Still, *New York Times* columnist Maureen Dowd, a Catholic, is speaking for many in her unapologetic forthrightness when she argues that "the one place the Church needs to go more itself—shedding its dysfunctional all-male, all-celibate, all-closed culture—the one place it's unwilling to go."

There are undoubtedly reasons for re-examining the tradition of celibacy as a requirement for ordination, but in my view the demands of celibacy do not lead to abuse of so many children. The current crisis has been generated by serious lapses in leadership in dealing with pedophile priests, and by the failure of the Church's hierarchy to be candid with the faithful and punish the offenders. But there are many in the Church who will now seize the opportunity presented by this clerical catastrophe to call for the end of patriarchy and the admission of women to priestly roles. As well, there will be those from the other end of the theological spectrum who will see this moment as a summons to purge the Church of its post-Second Vatican Council laxity, such that



The Pope has expressed concern, but does he fully comprehend this particular evil?

liturgical and moral excesses that have diminished the Church's effectiveness as a sign of communion in our secular culture, and enforce a new code of clerical and religious discipline in the Church's ranks.

There is no preventing these debates from occurring across the Church, and the potential for further polarization is real. Failure to respond to the new questions being asked will be a strategic error with serious implications. But when it is important now is for the U.S. hierarchy to move in credibility by being genuinely committed to honest dialogue and peace-making in approach.

As they prepare for their June meeting in Dallas, where they will attempt to develop a strategy to deal with priests accused of sexual abuse, the U.S. bishops would be well advised to examine the Canadian record. In the late 1980s, the abuse of children at Mount Gabriel Orphanage in St. John's shook the Catholic community. (In 1991 and 1992, nine Christian Brothers were found guilty of sexually assaulting dozens of children, and since then over 40 motions have been compensated.) On July 18, 1990, Alphonse Penney, Archbishop of St. John's and the senior Catholic cleric in Newfoundland, held a press conference at which he announced: "I apologize and express my sincere regrets for failing the victims and their families in their moment of acute pain and desolation. I take full responsibility

and have submitted my resignation."

That resignation, discerned in pain and associated with dignity, was accepted. It was the right decision. In addition, the Canadian Conference of Catholic Bishops set up its own Ad Hoc Committee on Child Sexual Abuse that published its report, "From Pain to Hope," in June 1992. This report contained some 50 recommendations, many of them bold, all of them urgent. In addition to demanding that policies be modified as soon as allegations of abuse arise, the report suggests that centres of seminaries monitor the psychological development of candidates studying to become priests, for signs of aberrant sexual behaviour.

Whether Cardinal Law resigns or not, the U.S. episcopate is vulnerable, naked even, in ways it has previously never experienced. The bishops have an uphill battle to reclaim their traditional high ground and they need the co-operation and the trust of the Catholic laity to achieve it. In addition to the words of the first communiqué they issued at the end of their Vatican summit, urging "reconciliation and the renewal of ecclesial life," the bishops should add yet another "I" word: reform. If, as that communiqué states, the U.S. bishops truly "see the present BONA FIDE movement of grace," they must respond with courage and spiritual sincerity. And Cardinal Law himself should open the windows of his archdiocese to the bright gaze of reform by resigning.

## The game plan.



In today's challenging business environment, staying two steps ahead is an all-important strategy. Key decisions must be made with speed and expertise. With innovative strategic leadership and advanced management skills. With a perspective on finance, strategic planning, operations, information technology, human resources, and sales and marketing.

With a CMA.

Make the right move. Hire a CMA.  
[www.cma-canada.org](http://www.cma-canada.org)



Certified  
Management  
Accountant

PROFIT BY US

# "I'll get paid. My buyer is not in some high-risk place overseas."

TERMS - Net 60 days

TOTAL

\$68,396.86

CAL

**PAYMENT  
PAST DUE**

Return: one (1) copy with payment

Wherever your foreign buyer is, call EDC before you close the deal.

EDC's accounts receivable insurance provides Canadian exporters with an invaluable safety net because it covers up to 90% of your losses if your buyer doesn't pay.

And the risk of non-payment exists whether your buyer is in an emerging market, or our biggest trading partner, the United States. For example, last year alone, 35,472 U.S. companies filed for bankruptcy. It's part of the reason that a large

portion of the total number of accounts receivable insurance claims at Export Development Canada (EDC) were U.S. related.

Don't put your business at risk because of buyer non-payment. We can usually provide coverage within 24 hours. Find out more by calling one of our insurance specialists today.

Call 1-888-336-8961

[www.edc.ca/info](http://www.edc.ca/info)

**EDC**  
Export Development Canada  
Exportation et Développement Canada

Realize a World of Opportunity

Canada and the World

## 'It's always been about the children'

Murray Dryden's 30-year labour of love

BY JOHN INTINI

Dave Dryden will never forget the moment he realized his father Murray had changed the world. It happened early one February afternoon in 1992, while he was distributing aid in an Indian village for his dad's charity, Sleeping Children Around the World. Dave, then a high school principal from Mississauga, Ont., went to visit a nearby school to see the conditions the local children faced. Upon entering a classroom in the dilapidated building, he was drawn immediately to a picture hanging at the front. Exposing a portrait of a religious or political figure, Dave was left speechless when he realized it was a sketch of his father. "It was such an awesome thing to be nearly 8,000 miles from home and find a picture of dad hanging on the wall," he says. "He had been in the village distributing food less a year earlier and this is the respect he was given. It's proof of the impact he has."

A year after retiring in 1970, Murray Dryden began devoting his life to SCAR, which provides clean bedding materials to children in the world's poorest regions. The former brick salesman and his wife Margaret started the charity in 1971 with \$3,000 of their personal savings. Dryden has since donated \$3 million of his own money to the cause, and in 2000 donated his west-end Toronto home to be the head office for the charity's 200 volunteers. But above all, he has given himself. The charity spends no money on advertising, but Dryden has spread the word at thousands of schools across Canada. As well, he has accumulated enough Air Miles in worldwide travel to span the globe 15 times. While Dryden flew to impoverished nations to distribute bed kits—which include



Running a charity that provides clean bedding to kids in the world's poorest regions

gyjamas, shorts and other sleeping necessities—Margaret ran the organization from home.

Dryden's late overseas journey was in 1998, when he led a group of volunteers through a few villages in Chennai, India. It was a first-time trip, his first pilgrimage had been to India three decades earlier. The 90-year-old, who now lives in a nursing home, no longer handles the organization's day-to-day operations—a role he had filled until early last year. Still, family and those who have worked closely with him attest to his unwavering commitment to the nearly 600,000 children in 31 countries he has helped. "It's always been about the children," says Lorraine Graves, a 58-year-old volunteer with SCAR for the last eight years. "It's amazing to see him with the kids. They love him. When he goes into villages they're always at his feet. He's a giant of a man in so many ways."

Born in Winnipeg to Scottish parents, Dryden was the eldest of eight children.

Until he was 17, he worked on the family's 408-acre farm and went to school in the small town of Dorman, Man. Upon finishing Grade 11, he went to Winnipeg and sold women's silk stockings door-to-door. In 1932, he moved to Hamilton and joined Dryden Specialty Co., which specialized in plaid food. The product proved to be a tough sell during the Depression, but that didn't scare him from Hamilton, where he met Margaret Campbell, a teacher at the Model Kindergarten School of Toronto, in 1937. The two were married the following year and eventually had three children: Dave, Ken and Judy. Dryden has always been heavily involved with the United Church of Canada and its community—arranging numerous hockey and basketball teams while his two former NHL sons were growing up.

During the late 1950s, Dryden dabbled in photography. He enjoyed capturing the peaceful quality of young children as they slept, and one night in 1961 photographed

Canada



his then 9-year-old daughter Judy. After Dwyer showed the pictures to friends, many asked him to photograph their children. While travelling through Europe in 1964, he thought it would be interesting to take pictures of sleeping children from different countries and cultures. Although turned away by many protective adults, Dwyer was able to persuade parents in 28 countries to let him take the pictures. Although unsuccessful in getting a book of this collection published—he has published three other books—he was inspired to create his charity.

From the beginning, Dwyer has been very strict with charity guidelines. Every penny donated is spent on bed kits, and because of his reluctance to seek government handouts, the charity has never accepted money from that quarter. "Murray and his volunteers often sleep on the floors in airports to save money," says Jean Berry, who edited Dwyer's 1991 book, *For the Love of His Children*. "Those weren't the safest places, but he never thought twice."

Dwyer was never a doorman. In 1977, while on a main street in São Paulo, Brazil, he was robbed and robbed. Forty minutes later he was robbed again at a hotel—again in broad daylight. Three years later in Uganda, the car he was riding in was

Bangladesh youngsters helped by SCAW

stopped at a military checkpoint. A soldier threatened to shoot him because he thought Dwyer looked like a European mercenary. In India a decade later, rebels removed him and a group of his volunteers from a bus at a gaspoint. However, Dwyer's greatest challenge came in 1985, when Margaret Thatcher's son-in-law, Lord Mountbatten, was killed. But even then he persevered. "The 10 years after more passed away were SCAW's best years," says Dwyer. "He threw everything he had into it." In 1995 he married Theda Burton.

There are also stringent rules for those interested in helping out. "Volunteers are required to pay their own way if they want to take part in overseas missions. He has an amazing ability to make people want to give of themselves," says Gervais, who has made 34 such journeys. "People are motivated when they see how passionate he is." Dwyer's youngest son Ken, the legendary Montreal Canadiens goalie who's now president of the Toronto Maple Leafs, says it's his father's sales pitch that often seals it for would-be volunteers. "My dad just says, 'Why go to Florida when you can come with me and have the experience of your life!'" says Ken. "People can't say no to him."

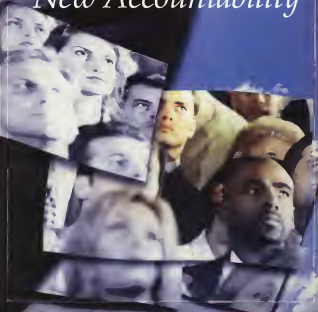
Every year, Dwyer strives to top the previous year's fundraising results—a goal he has accomplished all but once. In total, SCAW has collected \$15 million. Dwyer keeps a photo of the child, with the bed kit laid out in front of him or her, who benefited from their gift. "Many know people need something tangible," says Gervais, a member of the four-person executive. "It's not his style to bug people. He wants them to help because they want to."

Most of the fundraising is done through school campaigns, but other funding has come from the sale of Christmas cards, proceeds from Dwyer's books (now all out of print) and the \$2.5 million earned when he sold his three Chatterbox tree lots in 1988.

In 1991, he was named a member of the Order of Canada, and last spring the National Capital Commission erected a permanent exhibit at its Canada and the World Pavilion in Ottawa, honouring Dwyer for his commitment to SCAW. Although he rarely makes it to the charity's head office, Dwyer is still kept abreast of developments. "Sleeping Children has not only added years to the lives of the children," says Ken, "but years to my dad's life as well. It's given him a purpose to keep going." And for that, half a million children worldwide are thankful.

BUSINESS AND VALUES

# Corporate Canada's New Accountability





Strong communities make strong individuals.  
Or is it the other way around?



Bell started its community citizenship by supporting a hospital in 1882. That was the beginning of a growing and powerful commitment to improving the lives of Canadians. From the partnerships we form, to helping preserve the environment, and building community infrastructure, we seek to strengthen our ties with the communities we serve.

To find out more about Bell's community involvement, visit our 2001 Citizenship Report at [bell.ca](http://bell.ca)



## Business and Values: Corporate Canada's New Accountability

## A Conversation with Anne Golden



Would you share your thoughts  
on the state of CSR today?

**A.G.** I believe we have arrived at a new plateau in the evolution of CSR. Leading companies are working hard to integrate CSR best practices throughout their business – from the boardroom to the front lines. At the same time, we are seeing a broadening of the definition of CSR. It is now understood to be about community commitment, human rights, and environmental sustainability, as well as relationships with employees and other stakeholders.

What role has the Conference Board played in this evolution?

**A.G.** For the past 10 years, the Board has been involved in educating Canada's business community about CSR. We have worked hard to explain what CSR is all about, and why it adds value. More recently, we have begun to develop tools such as

Anne Golden was named president and CEO of The Conference Board of Canada in January 2001. Former president of the United Way of Greater Toronto, a proven leader with extensive public policy and research experience and a well-known champion of social justice, she brings a unique and inclusive perspective to the issue of corporate social responsibility (CSR).

our current CSR Assessment Framework, a joint project with the Canadian Centre for Philanthropy, to help companies to implement, manage, and measure their CSR programs. This year we will also see our first class in a new certification program in CSR at the University of Toronto complete its first year of a two-year program.

CSR is a top of mind issue not just at home but around the world. How are Canada's companies faring on the global stage?

**A.G.** Our leading companies are on the right track. They recognize that, wherever they operate in the world, they must approach issues ranging from human rights to the environment in a consistent and integrated manner. That said, it's a fact that not all Canadian companies have made CSR a high priority. There's room for improvement.

What are the main drivers of CSR today?

**A.G.** To begin with, globalization and the attendant rise in power and wealth of transnational corporations are leading citizens around the world to expect and demand greater social involvement and accountability from

business. Employees also want their companies to demonstrate a social conscience. Governments are seeking to spend less and deliver less, and many citizens are looking to corporations to play a greater role.

In addition to these drivers, is the growing realization among many corporate leaders that CSR is not only the right thing to do, but it also makes good business sense.

What lies ahead on the CSR front?

**A.G.** I believe that the growing demand for corporate accountability and transparency will lead to an increase in mandatory reporting. This is happening to a significant extent in Europe and it's beginning in Canada.

One of the most exciting developments I see is the potential for CSR activities to promote innovation within organizations. As companies communicate more with their stakeholders, they learn more about their products and services. This knowledge can then be used to create new or improved products or services that can be sold in the marketplace – which is the classic definition of innovation. Innovation, as we know, is the key to increased productivity and improved quality of life for Canadians.



## Thinking Globally, Acting Locally

"It is so happy to be part of this," says Philip van Walligh, manager of sustainable development at Placer Dome's South Deep mine in South Africa. En route to a small village in the country's Mpumalanga province, van Walligh is referring to his involvement with Placer Dome's Care Project. Founded in partnership with local governments as well as the Canadian International Development Agency two years ago, PD's Care Project is a bold initiative designed to mine 2,560 workers who were laid off following the modernization of the South Deep mine. "Many of the South African mining industry's workers come from remote villages thousands of kilometers away," explains van Walligh. "Unfortunately, the reattachment of some 100,000 workers over the last decade has taken its toll on these communities, which are already extremely impoverished and also being devastated by HIV/AIDS."

An innovative two-year,



In South Africa, Placer Dome's Care Project helps build local economic capacity and helps displaced employees reenter the workforce.

multinational-dollar program staffed by over 20 local community development workers (who are former South Deep employees), the Care Project provides financial and life skills training to displaced workers on their home communities. "To date, over 30 per cent of our workers have found new employment, many of them by beginning micro-enterprises such as local shops or small farms," says van Walligh. "We are a huge success story." Indeed, the World Bank has cited the Care Project as a model for the mining industry throughout the developing world.

In Vancouver, Keith Ferguson, vice-president of safety and sustainability at Placer Dome, explains that while the Care Project is an exceptional example, it is by no means a unique initiative for PD, which operates 15 mines in six countries. "We are a company committed to social responsibility wherever we operate in the globe," he says. "We believe that operating to a system of global standards and shared values is the

right thing to do and fundamental to our business success."

That's a belief shared by Kevin Boyce, president and CEO of Unilever Canada, a subsidiary of the London- and Rotterdam-based

## The Globalization of the Marketplace



Unilever Canada employee Karen Rosenstein with a child at Grouse Heights.

multinational, which operates in 150 countries around the world. "Unilever is a global company that believes it has a role in promoting well-being and prosperity in all of the markets in which we operate," says Boyce.

Unilever takes both a multinational and a local approach to corporate social responsibility. In practice, this means that while Unilever Canada chooses, among its initiatives, to sponsor a national organization that promotes early childhood development (the Invest in Kids Foundation), Hindustan Unilever is helping the Indian School of Business in Hyderabad groom future generations of business leaders in Asia.

Historically a leader in CSR, Unilever took another bold step forward in 1999 when it began to develop a methodology for measuring

and managing Unilever's global CSR performance. With input from offices in nine countries including Canada, Unilever developed and published its first Social Review in 2000.

"Participating in the first Review helped us bring our current CSR activities into focus," says Boyce. "Now the challenge is to use what we learned about ourselves and our offices around the globe and build on our understanding."

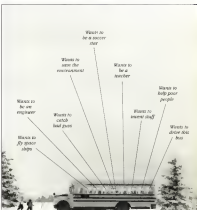
Like Unilever, Nestle Inc., an international energy company headquartered in Calgary, is also committed to CSR. Today, the company, which worked with Canada's federal government and other companies to develop a code of business ethics, is involved in education and local community development in locations ranging from Yoncos to Colombia.

It's Art Fingergold's job to ensure the efficient internal workings of international business projects seeking assistance from Export Development Canada, a federal Crown corporation mandated to support Canada's export trade. Fingergold is chief environmental advisor at EDC, which last year embraced the Environmental Review Directive. Enforced in legislation, the directive requires EDC to determine

whether a business's projects are likely to have adverse environmental effects before granting that business financing or insurance.

"Conducting business ethically and having good social and environmental

practices integrate risk and make you welcome wherever you do business around the world," says Fingergold. "When it comes to global CSR, the smart companies are moving as fast as they can."



Nestle trains workers in the pristine sand dunes of the northern Arabian Desert in Yemen.



Canada's future leaders are in today's classrooms. That's why we're helping to develop Canadian talent, innovation and expertise through education.

Petro-Canada. Invested. Involved.



PETRO-CANADA



## Creating Value

# The Business Case for Corporate Social Responsibility

What is a company's value? In the past, the answer to that question was a simple matter of checking out its share price. Today, however, measuring corporate value is a more complex, multifaceted undertaking. "Increasingly, the world perceives a corporation's value as something more than its financial bottom line," says Ron Yachan, senior research associate at the Conference Board. "Shareholders, governments, nongovernmental organizations and citizens around the globe are equating 'value' with 'values.' A company's approach to the environment, human rights, fiscal accountability and transparency, philanthropy and social responsibility is critical to its reputation—and its success."

The strong bond between CSR and shareholder value is the subject of Linking Sustainable Development and Shareholder Value, a Conference Board seminar that will take place in Toronto this fall. Says Yachan, "Our desire is to spread the word within the Canadian investment community that sound sustainable development practices lead to exceptional, shareholder and societal value."

Clearly the societal demand that corporations be values-driven has never been greater. Last July in the United Kingdom, amendments to

person fund regulations mandated that all person funds must state whether they take into account the environmental, social and ethical aspects of their investment decisions. Later in the year, The Turnbull Report was introduced. It requires all London Stock Exchange-listed companies to illustrate and account for their risks—financial, environmental, social and ethical—and report on them annually.

Similar initiatives have been taking place in Canada. In Ottawa, the federal government recently passed new legislation putting at end to decades of discrimination against socially responsible shareholder proposals. Meanwhile, the Ontario Municipal Employees Retirement System, one of the largest pension plans in Canada, introduced updated versions of its investment practices



A 2004 Conference Board of Canada report on Sustainable Development, Value Creation and the Capital Markets

"A company that shows respect for its employees, the environment, the community in which it does business and human rights is being socially responsible and tends to earn better returns."

Indeed, the evidence linking CSR and the creation of greater shareholder value continues to mount. As outlined in the Conference Board report, Sustainable Development, Value Creation and the Capital Markets, that was released last year, investment portfolios composed of companies committed to sustainable development have generally matched or outperformed their benchmarks. The Dow Jones Sustainability Group

*"A company's approach to the environment, human rights, fiscal accountability and transparency, philanthropy and social responsibility is critical to its reputation—and its success."*

and policies, and announced that it expects businesses it invests in to practice social responsibility. Says COMEST board chair, Rick Miller,

## Because we have friends too.

At Pfizer, we're dedicated to finding the cures of the future. A cure for your father's Alzheimer's. Your sister's heart disease. Your best friend's diabetes. Diseases that touch many of our families. Our Canadian researchers, collaborating with hospitals and research centers in every province, along with 12,000 other Pfizer scientists and health experts around the world, are searching for the cures of tomorrow. Why? Because we have fathers, sisters and best friends too.



Life is our life's work

[www.pfizer.ca](http://www.pfizer.ca)





Casey Ang-Sip, an outstanding athlete, who won't represent Canada in badminton at Berlin via 2004 and 2008 Olympics, received a Petro-Canada Olympic Scholarship in 2001.



Team Canada's flag bearer, gold medalist speed skater Catherine Lalonde was presented with the Petro-Canada flag bearer award at the Winter Olympics in Salt Lake City.

*"By helping to build strong societies,  
Canada's businesses are laying a foundation  
for lasting success."*

Index, for instance, yielded a total return of 159 per cent, versus 95 per cent for the Dow Jones Global Index, between 1993 and 2000. Meanwhile, between its launch on Jan. 1, 2000, and March 31, 2001, Canada's Jaxx Social Index outperformed the S&P/TSX/300 Stock Exchange 60, TSE 100 and TSE 300 by about two to three per cent.

Innovation in meeting such performance in North America, growth in socially responsible investments assets under management is 40 per cent per year compared with 15 per cent per year across the broader market.

Are Canadian companies responding to the demand for social responsibility? Most definitely. Indeed, a good many of the country's corporations are not only answering but also leading the CSR journey.

Petro-Canada, for example, recently created a Corporate Behaviour Management Team made up of representatives from departments that have a direct impact on the company's reputation including communications, human resources, the environment, and health and safety. According to Rob Andros, senior director of corporate communications at Petro-Canada and chair of the CRMT, the team allows the company "to more effectively integrate performance and communications to ensure its stakeholders know Petro-Canada is a highly principled company with a strong business capability, a successful track record and world-class future." As

part of its mandate, the CRMT took a lead role in the company's Canadian Olympic team sponsorship and in the development of an inaugural Report to the Community last year.

Suncor is another Canadian energy company that is committed to integrating CSR practices into all its business activities. "We believe there is a strong business imperative for sustainable development," says Patricia O'Reilly, vice-president of communications and public affairs at Suncor. "Sustainable development builds stakeholder support, manages risk, drives employee commitment and helps make us a developer of choice."

CSR is surely a high priority for Dupont Canada. Over the last year, the industrial products company chose the theme of social innovation as a focus for its corporate-citizenship efforts. As part of that initiative, Dupont is providing expense and funding to Opportunities 2000, a program based in Whitefish, Ont., that is endeavoring to reduce poverty in its community. Says Allan Dugg, a spokesperson for Opportunities 2000, "Dupont is helping us develop a rigorous strategic plan that we believe will help us combat the systemic causes of poverty in our area."

Such results, notes George Khoury, director of the Conference Board's Canadian Centre for Business in the Community, "are good for our communities and, ultimately, good for business. By helping to build strong societies, Canada's businesses are laying a foundation for lasting success."



**Investors judge a  
global oil and gas company on its returns.  
So do the locals.**

The medical clinic at our Manisa operation in Yemen is open to the community. Every month, we treat an average of 1,000 local residents. It's one of the many ways we're being responsible to our values. To our hosts. Even to our stockholders. Because acting responsibly creates stability, which ensures long-term profits.

Maxim is a super-independent with core assets and targeted exploration programs worldwide.

**nexen**  
energy to outperform  
[www.maximinc.com](http://www.maximinc.com)

NYSE  
LISTED



www.conferenceboard.ca



## Building a Better Canada, Boosting Your Competitiveness

The Conference Board of Canada helps you take advantage of business opportunities, take corporate social responsibility, that build a better country and improve your competitiveness.

Discover our insights on economic trends, public policy, and organizational performance through our:

- Research reports
- Peer networking meetings
- Conferences and leadership development programs

For more information on the products and services of The Conference Board of Canada, call 1-888-801-8818.

Check our website at [www.conferenceboard.ca](http://www.conferenceboard.ca)

## Business



## AHOY, PIRATES

Big firms are cashing in on the download craze

BY MICHAEL SNIDER

To Jack Valenti, chairman and CEO, Motion Picture Assn. of America; Hilary Rosen, president and CEO, Recording Industry Assn. of America; and Bill Gates, chairman, Microsoft Corp. better Canada's high-speed Internet providers

I'm writing today to say thanks for everything you guys have done for us. Due to your recent efforts, being a pirate like me has never been so good. There was a stretch there, after you successfully shut down the Napster case, when I worried that when we prefer to call peer-to-peer file trading had suffered a serious hit. But thank a treasure more out there, and it's not just music anymore.

The hour of P2P programs that replaced Napster makes finding and trading any type of file a snap. Even casual pirates can now download movies that have just hit theatres or watch decrypted DVDs that are of astonishingly good quality. Audio books by best-selling authors live the cyber shelves, and computer and console games that cost \$80 in stores—not to mention

programs like Microsoft Office that cost nearly twice as much as the very tools that we pirates employ to rip, mix and burn. Users are now played with pop-up ads and spyware that piggyback on free P2P applications like Kazaa and Morpheus.

Hidden files can track people's surfing habits and—watch Kazaa!—even take over their untamed bandwidth or processing power. Also, music, there be movies, just waiting for a chance to be downloaded. Then there's the porn. Do pirates know that all little Johnny has to do is type in "XXX" in a P2P program and scores of naughty movies and pictures appear? How many of them might pay to have their kids surfing safe, music-only sites? The more these P2P programs agree consumers, the more people will look for alternatives.

For me, well, I'm starting to get bored with it all and prefer spending more time woodworking in the garage. But say two-year-old niece, now—that's who you should be worrying about. Her eyes light up like a hard-working CD-ROM drive when she passes and her "poor!" The trick is to change things before she learns to type—and takes the skill and credit home.

roy digital music legally? The message I see: "Away there, away! Here's a 16-second language: Go home."

See, now there's your bigger problem: Piracy is going mainstream. It isn't just people's texts or T-shirt-wearing inches. Carous people of all ages and ages are giving it a try, or letting their kids give it a try.

What's more, even companies you guys consider on your side, guys like Sony that produce music and movies, are cashing in. A Net surfer can use a Sony computer to illicitly download a song by Sony artist Bruce Springsteen, burn it onto a Sony Music disc with a Sony CD writer and then play it on a portable Sony MP3 player or even in a Sony MP3 playing car stereo. It seems a little ironic that Sony was one of the music companies that sued Napster, claiming it "knowingly encourages and assists the infringement of plaintiffs' copyrights." And Bill Gates, who sees himself as chief of the anti-piracy police, has unleashed upon the world Windows XP, the latest PC system yet for working with digital communications.

So what's the solution? Nothing you've met has worked so far. Sales of music CDs are declining and it's becoming faster and faster to rip DVDs and download discs. But your answer may lie in the very tools that we pirates employ to rip, mix and burn. Users are now played with pop-up ads and spyware that piggyback on free P2P applications like Kazaa and Morpheus. Hidden files can track people's surfing habits and—watch Kazaa!—even take over their untamed bandwidth or processing power. Also, music, there be movies, just waiting for a chance to be downloaded. Then there's the porn. Do pirates know that all little Johnny has to do is type in "XXX" in a P2P program and scores of naughty movies and pictures appear? How many of them might pay to have their kids surfing safe, music-only sites? The more these P2P programs agree consumers, the more people will look for alternatives.

For me, well, I'm starting to get bored with it all and prefer spending more time woodworking in the garage. But say two-year-old niece, now—that's who you should be worrying about. Her eyes light up like a hard-working CD-ROM drive when she passes and her "poor!" The trick is to change things before she learns to type—and takes the skill and credit home.



On Sale Now...

Online Now...

**WIN a tropical beach getaway!**  
Join our Online Laundry Rebellion!

Enter now at [www.chatelaine.com](http://www.chatelaine.com)



Donald Cox

## Now for the good news

Two years ago, an infectious, debilitating disease began to afflict the stock market—Doubt. Could it be possible that the magical New Economy was not the greatest generator of profits in financial history, but the most depressive folly in financial history?

Fortunately for investors at such companies as Nortel Networks Corp. and JDS Uniphase Corp., it took a few months before that malaise spread to the most glamorous sector of the New Economy, *artswatching*. The delay gave executives time to grab glorious profits on stock options even as most sectors of technology had already entered the plunge that would wipe out millions of dollars in bubble wealth.

This was the lacer of the Triple Wierfalls, so called because of the early repeated chart patterns of collapse. The first two downturns came relatively quickly, the last—the killer wave—takes years, as, in the case of oil stocks, gold stocks and the Japanese equity market, decades.

Almost on schedule came the Nasdaq rally after 9/11. Technology stocks surged powerfully, leading the whole stock market upward, the usual skills, mountebanks and dreamweavers emerged from hiding to proclaim a new New Economy bull market. It was, in reality, the last chance to exit the group before Doubt turned to Disaster. It should be apparent by now to all

but the obtuse and noseless that the term "New Economy" was stock market hype. At no time did employment in the technology-producing industries near the double-digit percentage of total jobs that would have indicated a fundamental economic transformation. Meanwhile, trading in technology stocks came to account for more than half of all U.S. equity volume—a sign of a bubble mentality. As over-investment in technology gear reached Himalayan heights, product prices crashed. By the end, it was apparent that, apart from the insiders and Wall Street, the real winners from the "New Economy" were consumers. The boom was unsustainable, so it wasn't a true New Economy.

With the latest tech plunge, there is renewed talk of a bear market. Pish the thought. Most neo-tech stocks have seen their lows and are either in long-term sideways patterns or are already rallying strongly. Companies among these are companies in the industries of the "New Economy" of the 1970s.

Yes, that was the term coined back then by Wall Street managers for commodity stocks, when the Big New Idea was the Club of Rome's Malthusian forecast of purestine shortages for foods, fuels and other raw materials. Wall Street's brightest mind invention to put their depressing dollars into inflations

hedges, such as gold, silver, base metals and real estate.

It was the right strategy for the 1970s, but then Paul Volcker became Federal Reserve chairman and Margaret Thatcher and Ronald Reagan were elected. Sound monetary policies, victory in the Cold War, and a global drive to fast made unraveled the scarcity mentality, and soon the world was replete in surpluses of foods, fuels, metals and forest products. The term "New Economy" disappeared from the language.

It has been a long wait, but that old New Economy is showing signs of life. Two decades of disappointments, bankruptcies and underinvestment have done their work: since the last New Economy stocks peaked out, those old New Economy stocks have been performing beautifully.

It recalls the story of Samsa. His strength was his long hair. When he was sleeping, Delilah and the Philistines cut it. The Philistines beat him, blinded him, and shaved him into prison

so that he stayed in misery. Unnoticed by his captors, his hair grew back. Then the Philistines made a very bad call: they pushed him from jail to show him off for a big celebration, and, well... you know the rest.

During the 17 years from 1982 when all stocks were in a Triple Wierfall collapse, global oil demand kept growing. Eventually, there was no excess refining capacity, and minimal excess production capacity, even within OPEC. It wouldn't take much to lift prices, and it didn't. What happened? OPEC got it act together, the global economy turned stronger and the Middle East went back to its bad old ways.

Shouldn't and bankruptcies have been the two-decade story in the mining industry. Result: if this global economy recovery continues its sparkle, there will be profitable prices for more months than just gold.

Mining and oil stocks have rallied so impressively that analysts are suggesting investors take profits. This kind of success thinking made sense during the long collapse in commodity prices when commodity companies' shares inflated, you needed an exit strategy, because raw materials were locked in a long-term disinflation pattern. Who needed inflation hedges when inflation rates kept falling and when deflation had arisen in the land of the Rising Sun and was spreading across the globe?

That was then. Now, the old New Economy is returning for a new bull market—good news for Canadians and the Canadian dollar.

Donald Cox is chairman of Harry Investments Management in Chicago and of Turner-based Jones Hazard Investments.



## IN THE EYE OF THE EPIDEMIC

AIDS has changed life in Zambia

Early last month, seven Toronto photographers spent a week in Zambia taking pictures for the aid organization CRIPE Canada to help draw attention to the devastating reach of the AIDS epidemic sweeping Africa. Among them was *Maclean's* Chief Photographer Peter Bragg, whose photos portray a society trying to cope in extraordinary circumstances. The World Health Organization estimates that 40 million people worldwide are HIV-positive—and 28 million of them are in sub-Saharan Africa. At a rudimentary community-run school in the impoverished village of Inyupale (above and below right), about 30 km from the Zambian capital, Lusaka, five of the 22 odd students have been orphaned by AIDS. Eighteen-year-old Constance (right) wears her braid in the fire she made at a truck stop along the main road passing through Zambia—chided the AIDS highway because its truckers help speed the infidelity across the continent: truckers' abuse of the prostitutes Constance meets on using a condom every time. In a society grossly unprepared to deal with death, children play among the graveyards for sale in Lusaka (below). Bragg, who was impressed by the spirit of the Zambians, found them in desperate need of money, help and better education about HIV/AIDS.

www.macleans.ca For more of Peter Bragg's Zambia photos



Bragg has devastated the town step of Chanda Mweemba (above) who, at her 19th, is raising more than 20 grandchildren and great-grandchildren, offspring of eight of her children who have died, some from AIDS. Sixteen-year-old Lucy (below), spent her first days before her death on April 26 in a hospice in Canada, far from her home in northern Zambia. Available palliative care cannot begin to meet the needs of the sick and dying in the city of nearly two million.







# CHASING THE DREAM

Never mind the NHL playoffs. The real drama is at neighbourhood rinks.

BY JAMES BEACON

**H**anging around hockey rinks during spring tryouts and one thing is incredibly clear: hockey bags should be bigger than the players who carry them. You see kids trudging in from the parking lots, bent double under the load like they're on an early Everest campaign. Sometimes a parent helps, but over a certain age, kids don't often want parents logging their gear as they wade, helping them in the locker rooms. That is so unusual. And hauling a full bag in from the car is only part of the price these kids pay for minor-hockey glory. The load just is what it is.

In side-by-side racks at Mid-Scarborough Arena in Toronto, for instance, two racks—one girls' preevee (kids born in 1990), one boys' minor preevee (1991)—are conducting tryouts to fill out the few open spots left on next season's rosters. Most of the kids wear a kind of uniform

jackets from a past, current or pro team, bull caps, poyotalk (girls), blond streaks (boys). But in the locker rooms, you can tell the holdovers where already inside the teams because they're the ones goofing around, teasing with buddies, having fun. The tryout kids are mostly quiet, grinning and off by themselves.

Take Stephanie O'Hara, 11 and one of two dozen girls waiting up on a sunny Saturday to vie for four positions on the single-A Scarborough Sharks. Tall for her age, she stands a good chance she plays defence and the Sharks need blueliners. But because she's been playing competitive ringette up to now, no hockey, she needs work on her puck-handling skills. So she stands by the boards, fully dressed and sitting to skate, watching the Zamboni and wishing it would just hurry up. How's she feeling? She shrugs, her lips drawn down in an antsy grimace. Excited? Another shrug.

Nervous? She nods and says "Yeah," the word bouncing from her mouth as if it'd been helding her breath.

Nest deep in the same complex, Bill Trillo is hanging over the boards, assuming the new kids staring with his Toronto Aces. Trillo's hoping to upgrade his team, which finished in the middle of the pack in double-A last season. He came to the arena thinking his best prospect might be a big defenceman who'd caught his eye at the first of three tryouts. But his plans change when two kids who didn't cash on with a triple-A team unexpectedly turn up. They're fast, skilled and, so long as he can work with the parents, excellent additions to the Aces. That means Trillo has to cut some players who had reason to hope they'd make the team. "Some people miss kids doing, but I tell them right away," he says, a plain-speaker if over there was one. "It's tough, but it gives the kids who aren't going to make my team time to find spots

on other teams before they fill up, too."

In Toronto, the self-proclaimed centre of the hockey universe, the cheap-thrill kids have been getting the milk. But it's not tryouts for teams in the world's largest minor hockey league (Greater Toronto Hockey League, pop. 40,000), and for a growing number of state-level elite teams, where the real drama is unfolding. It's not being one in the GTHL alone; an estimated 8,000 kids have been auditioning for new teams or trying to hold their spots on old ones. They want to play on the same squads as their friends, or they want to move up a level, or they want to make their parents happy, or they just want to belong somewhere.

There's plenty of pressure to go around, and it's not just hard on the players. Up in the stands are the nerve-wrecked parents, clucking vending-machine coffee and fuming over every drill. They're the ones who do the driving and buy the unbearably expensive gear and take time from work to get their kids to the rink. One GTHL club actually scheduled tryouts far from triple-A teams—the club level—during school hours on a weekday. It caused some controversy and league officials say it won't happen again. But hey, when your kids are

At tryout time, most kids and parents are lean, but snagging Murphy (far left) is the exception. It gets easier once the cuts have been made, and coaches like McFarland (lower left) and Trillo (above) can get down to teaching the game.

second covering of Bobby Orr, what's more important than hockey?

On the ice, coaches balance a list of inherently incompatible and often antithetical goals. They have to search for new talent while trying to keep their own best players from being poached by name fakes up the food chain. Coaches also have to juggle the ones demanding that their kids get a certain position on a certain line with a certain amount of ice time. And hardest of all, coaches have to deal with the bad news to the kids who don't make it as easily as they possibly can.

The mission can be excruciating, and bruised feelings abound. Yet part of why parents, kids and coaches keep auditioning themselves to it every year is the widely shared but cruelly unrealistic dream of one day reaching the NHL. Never mind that they'd have better odds buying a lottery ticket: there are hundreds of thousands of

kids playing organized hockey in Canada, and hundreds of thousands more playing in the U.S. and Europe. And there are only 750 big-league jobs. But trying to dislodge the dream from the darkest is like trying to knock Rod Chane off the push. Chane's a big, strapping 15-year-old who won his spot with the triple-A Toronto Marlboros (minor midlife) with a combination of goal-scoring, speed and physical play. He says he'll do anything, even dropping the gloves and fighting, to get where he wants to go. "Making the NHL, the dream—think what I want," says Chane, who this coming season will be eligible for the Canadian Hockey League junior draft. "I believe that if I work hard enough, I have the skill to make it."

The dream starts early. Kids as young as 7 audition for teams each spring. Some are so secure in themselves that the pressure doesn't seem to affect them. Like Kelly Murphy, 11½ and has never played above the recreational level, yet the serious right at home during a tryout with the Sharks. Just off the ice, her face red from exertion, she's happy with how she performed. "It'll make it, I make it," she says. "It'll do it, that's OK." She decided to push to a new level after watching the Olympics

Sure enough, he is terrific in cryogen and keeps his place as what stands to be one of the city's best actors next season. But the trauma takes a toll. "This was the worst cryogen ever," he says. "The water" is hard on his dad, too, but Nick Nante is philosophical. "I didn't want my dad to play

More, though, are like Lynne and Gary Kowenko. They want what's best for their kids, but under certain logistical conditions. The Kowenkos have twins, Trevor and Tyler, trying out for the Mudlarks, and sitting behind the glass in the lounge overlooking the rink, they explain that one of necessity the boys came in a package: Triple-A hockey is a big commitment—with tournaments, the Mudlarks will play 60 or more games next season. "They have to play on the same team," Gary says, "because we don't have the time and energy to be in two places at once and support two teams." Turns out both boys make the Mudlarks. "It's always happen when it's

But Calabrese has another reason to encourage them: a few actually do make it. Over the years, four of his players have joined up in the bigs, and one of his graduates, Jason Spezza, was the second player taken in last year's NHL draft. "So yeah, the chances of them playing at that level are maybe one in a thousand," he says, standing along the boards watching the 14- and 15-year-olds work out. "But think of it this way: when they first put on skates, it was one in a million. So in that sense, they have already beat the odds." He looks back out on the ice. "When in any," he asks, "can't you keep beating them?"

This familiarity is why Great Big Sea will never leave the Rock. It's home and it keeps them humble even as they experience continued success in Europe, the U.S. and of course Canada. Why are they so popular? "It's because we are so good-looking. It's because of our dancing," laughs Doyle. "Who knows? If I knew that I'd probably screw it up, wouldn't I?"



Granebløy's new films, *On They Kneel*, has hit a few festivals and won her three awards from the International Black Film and Video Network, Best Canadian Feature, Best Actress and Best Writer. It's the story of two half sisters—played by Granebløy and **Ingrid Vingerhøj**—driving an ice cream truck from Toronto to the East Coast in order to bring the body of their dead grandfather home. "My grandmother, Bibbe, wanted to play the dead body," laughs Granebløy. "I said, 'Bibbe, I see one idea, you are not going to want to be in that body bag.' But Bibbe's not forgotten. Granebløy dedicates the film to 'grandmothers past, present and future.'



Days 20-21: **MLB** started earlier when you fly across 10 time-zones to anywhere: **Norfolk** or **NLM Royal Dutch Airlines**. You can fly from almost Canadian night city to the U.S., Mexico, the Caribbean, Europe, Asia, Africa and the Middle East. You won't miss **WorldFairs** unless it's a strike. To learn more, go to [www.mlb.com](http://www.mlb.com).



**S**he, like her author *Lisa Moore* did a painting a day for a year—portrait sketches in black ink on newsprint. While that may seem like the quill or the charcoal, Moore points out that each sketch takes an 10 seconds to 30 minutes to complete and the about 250 of the 365 were of her husband. “I have a stack of him while he’s sleeping.” But Moore dares not from the experience. “There is something about concentrating deeply on what you see,”

Moore's stories are filled with fascinating portraits of husbands and wives and circles of friends, mostly





Films **BRIAN D. JOHNSON**

## A case of arachnophobia

The coolest superhero has legs in his movie debut



**S**pider-Man has always been the cool underdog. Among the legions of arachnid crusaders, Superman is the prototype, but he's humorless and square; a Mr. America dressed like a human flag. Batman is a kind of crypto-fascist vigilante, a vengeful rich kid who sees himself as a one-man militia. But Spider-Man is the sensitive superhero, a romantic scrooge who relies on agility and stealth, rather than muscle or weaponry—his ego hangs by a thread. And now, coinciding with the 40th anniversary of Stan Lee's Marvel comic creation, the season's most lovably awestruck blockbuster brings him to the screen with a girlish charm that should delight both fans and the uninitiated.

Spider-Man has a refreshing lightness of touch, especially after the overwrought fantasias of *The Lord of the Rings* and *Harry Potter*. Under the straightforward direction of Sam Raimi (*A Simple Plan*), the special effects are more as tonic than as onslaught. But the movie shows its real strength, oddly enough, when it goes in for its out-of-control. You find yourself looking forward to the quiet character scenes, and that's largely

**Maguire projects vulnerability and resolve**

thanks to the subtle charisma of its star, Tobey Maguire.

This remarkable young actor has already proved his talent in *The Hot Chick*, *Rush* and *The Devil*. *The Cider House Rules*, and *Wonder Boys*. He projects a disarming combination of vulnerability and resolve, sort of a boyish gusto. At first, Maguire seemed an unlikely candidate to play a superhero. Too short, too slight, too humanly. But he has a deft way of drawing in the viewer, of calming the movie down to his own cadence, rhythmic without letting it go slack. You can always sense a source of intelligence behind his eyes, which are large and blue and, well, kind of lumpy.

Although he's 26, Maguire is strangely credible as high school senior Peter Parker, an orphan, nerd who lives with his Uncle Ben (Cliff Robertson) and Aunt May (Rosemary Harris) in Queens, N.Y. Peter, who works as a photographer for the school paper, is a target for bullies, and he's consumed by an unrequited crush on the lovely May Jane (Kirsten Dunst), who's

literally the girl next door. Peter's life turns around when he gets bitten by a genetically altered spider, acquiring stretched strength, agility—and sticky fingers. His uncle suspects he's acting weird because of "aging hormones." And as Peter struggles with his new powers, his outward transformation serves as a rite of passage for the passage to manhood. No wonder the superhero fantasy has such enduring appeal: it's the perfect antidote to the lopsided equation between desire and possibility that we call adolescence.

For a while, between Maguire's low-key performance and Raimi's flat verities, *Spider-Man* doesn't look much like a comic book. But then Peter starts spinning webs from his wrists and bungee-jumping from Manhattan skyscrapers. Folks pop up on every street corner (superheroes always have the good luck to stumble across critics in progress). And Willem Dafoe pushes his arch-villain role as the Green Goblin—a bionically enhanced businessman with a rocket sled—definitely over the top. As the damsel in distress, Dunst has a less visible role. Superhero girls have to be thick enough not to recognize that, say, Clark Kent is Superman with glasses. Dunst's best scene belongs to her broom, iron-slick against her blouse, as the slowly tolling Spider-Man mauls off his mouth to give him an upside-down kiss.

With such droll touches, it's a pity the movie has to climax with a fist-fight cliché. And while Raimi lends contemporary Manhattan the vintage guise of a Marvel comic, the ghost of 9/11 lurks around the edges, as the American flag creeps into the final frame along with the glitzy. "With great power comes great responsibility." So much for escaping to another world.

Now, a quick note on a more obscure, scarcely different movie about a man with a secret identity: *True Dar* (L'Esprit des anges) is about a French businessman named Vincent (Vincent Elzinga) who spends long hours on the road, commuting to high-powered meetings and conferences, while keeping his wife abreast of his movements by cellphone. But as slowly becomes clear, he's just going through the motions. Vincent has been fired from his job but can't bring himself to tell his wife. So he constructs an elaborate fantasy about a new posting in Switzerland as a UN consultant. Directed by Laurent Cantet, *True Dar* is a beautifully disturbing drama that reminds us how deeply our lives are interwoven, whether we know it or not.

# "CANADA'S BEST ALL-AROUND PERSONAL FINANCE WEB SITE"

[ We couldn't have said it better ourselves. ]

This glowing praise came courtesy of Rob Carrick, in his new book, *The Online Investor's Handbook*.<sup>\*</sup> But if pressed, we'd probably say the same. That's because we've worked hard to make sure MoneySense.ca has everything Canadians need to make the most of their personal finances.

Things like 23 different online tools and calculators. In-depth evaluations of online banks and brokerages. Reliable commentary from respected industry experts. Our exclusive Power Portfolio currency converters and a comprehensive fund screener. Best of all, it's absolutely free.

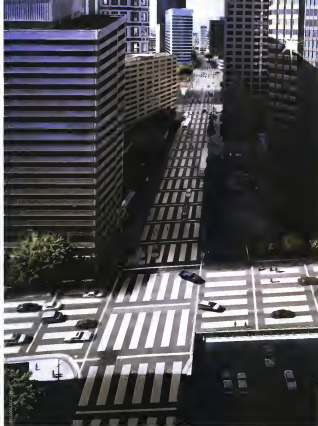
We believe MoneySense.ca offers Canadians the most comprehensive set of features and information available online. And we aren't the only ones to find out, for yourself, log on to MoneySense.ca today.

\*Online investing expert and Globe and Mail columnist Rob Carrick gave the distinction of "Canada's most all-around personal finance Web site" to *Go Investor*, which is now under the *MoneySense* banner. *The Online Investor's Handbook* is published by John Wiley & Sons.

## MoneySense.ca

**ROGERS**

\*Rogers Communications Inc. listed under finance.



## Every part of the street should be a safe place to cross.

At DaimlerChrysler, we look at the road with pedestrians in mind. Which is why we're developing an intelligent recognition system for our vehicles. The purpose of this technology will be to sense if there's an obstacle ahead of the car, and help the driver to avoid it. Good news for drivers. And for anyone crossing their paths. Find out more about the 'vision of Accident-free Driving' at [www.daimlerchrysler.com](http://www.daimlerchrysler.com).

**DAIMLERCHRYSLER**  
Answers for questions to come.



ON ZIS RI  
IT'S NOT THE SAME IF IT'S NOT CANADIAN  
GET THE GENUINE ARTICLE  
READ A CANADIAN MAGAZINE  
FOR HUNDREDS OF TITLES VISIT [GENUINE-ARTICLE.CA](http://GENUINE-ARTICLE.CA)

## Books



Photo: David M. Johnson

# The Gospel of Nino Ricci

An author crafts a fine novel from the Good Book

*A substantial number of Americans who believe they worship God actually worship major literary characters, [including] the Jesus of the Gospel of Mark.*  
Harold Bloom, Shakespeare

Nino Ricci knows there's more than a grain of truth to that mischievous comment, even if the celebrated American critic was rarely trying to justify his own worship of Shakespeare. In *Witness* (Doubleday), a fictionalized biography of Jesus, Ricci has crafted a story embedded deep in the cultural DNA of the Western world—and in the author himself. "I used to look at the pictures in my children's Bible long before I could read," recalls the novelist, 42, who was raised a Roman Catholic. For Ricci, who lost his faith in his late teens, wrestling with a story already known like no other was a huge challenge. "We can't just tell it—it's that hard done. I wanted to find a point where the story was not finished, where readers would find the space of the

Biblical narrative haunting every page." The author is wonderfully successful in achieving that goal while reading the mad taken by so many earlier novelists who turned Christ into a Marxist sponsor or some other madman motivated in the 1st century Ricci's Jesus is not divine, but he carries a mad visionary whose legitimacy—let's be honest child of Mary and the Roman officer who raped her—leads him to embrace the cause of the outcast. The nature of the character, stripped of his Greek gloss by which most know them, may seem strange (Jesus is Yohana, Jadas became a Yhuda of Qiryat), but Ricci's overall story is much the same as the Gospel version. Christ remains a teacher rooted in Jewish tradition, but with a new and difficult message about loving, even your lowest neighbor that contradicts or disobeys—sometimes both—everyone who hears him. Even *Witness*'s structure mimics the Gospel almost exactly. Three accounts of Jesus—by Mary, his mother, Jadas and

Mary Magdalene—crash the Synoptic Gospels of Matthew, Mark and Luke (like the Synoptic Gospels, *Witness* is a novel, not a translation). Ricci's narrative is unique to each—only his mother knows the truth of Christ's birth—with different versions of the same events. When Jadas, as much a political revolutionary as an apostle, sees a Roman encampment in an unexpected place, he chases up a scurry to find out why, when Mary Magdalene witnesses this, she concludes Jadas is a spy reporting to his parricide. Ricci's slow building of the case against the prickly but sincere Jadas, as the man the other disciples will blame for the Crucifixion, is one of the novel's high points.) In a fourth encounter from a character of Ricci's own creation, a Syrian peasant named Simon recounts the Gospel's central perspective brought by the fourth evangelist, John.

What power the novel is Ricci's quarry of the quietly insistent cadence of Biblical narrative. "Why do you try to silence me, he said, when I merely tell the truth," runs Mary's record of a talk with her 15-year-old son. "But because of her anger I said, what can you know of the truth when you're just a child." Whipped in phrases that convey a sense of inevitability—"then it happened thus," "in the end"—his prose creates an unstoppable momentum.

Eventually the scattered shards of the four gospels re-form into a coherent mosaic. Ricci's Christ refuses to accept the social shame he faces for his birth. Instead, like the Jesus of the Gospels, he embraces the cause of everyone—poor, foreigner, the despised—marginalized through no fault of their own. There is no mark of Cain, Christ tells disciples wrestling with the idea, no diary that cannot be wiped clean for the truly repentant.

If any one of his evangelists speaks for Ricci, it's Simon, in part because "culturally, none of us is coming from his viewpoint," as the author says in reference to Christianity's eventual rise among the gentiles of the Roman Empire. But also because Simon often ponders the very nature of everything—both Christ's pain and any attempt to capture his life. "However things get remembered, you can be certain they won't be as they actually were," he muses, "for one man will change a bit of this, and one a bit of that. And by and by the truth will get clouded, and something will be gained too—a story as powerful as *Witness*." *Brian Berube*

# Miracle kids

*There's hardly a parent who doesn't know the feeling of having to take a child for medical attention. There's always fear, but it's mixed with the relief of knowing that help is close at hand. Often, that help is only available because of the work of the Children's Miracle Network. Without its extra funding, many of the services our children's hospitals offer, such as education and prevention programs or specialized equipment, just wouldn't exist.*

**Children's Miracle Network hospitals help over two million children in Canada every year.**

**Here are just a few of their stories.**

## A boy's life

By the time he received a kidney transplant at age eight, Christopher Shawlow of Montreal, Quebec had already undergone 15 surgeries and had been hospitalized more than 35 times.

Born with an abnormal kidney, Christopher battled a host of medical problems that kept him in and out of hospital throughout his childhood. He even spent his fifth birthday at the local CMN member hospital (Cléopâtre Esther Soleil) during a stay that lasted an entire summer.

Through it all this quiet teen has kept his cool, showing the patience, kindness and fighting spirit that define him. Although he knows there will be more procedures down the line, Christopher is doing well and enjoying all that comes with being healthy.

## Getting stronger

Nothing has come easy for five-year-old Abby McLean of Moose Jaw. Born 34 weeks early at just under two pounds, she spent the first three-and-a-half months of her life fighting for survival in a neonatal intensive care unit.

As soon as possible during those first critical months, Abby developed mild cerebral palsy, primarily affecting her legs and torso. Physical and occupational therapy at the Children's Health Foundation of Saskatchewan have helped improve the strength and flexibility of her muscles, but Abby's inner strength is what really drives her progress.

Lately she has been working hard to pick things up by herself, improve her balance and walk on her own. With her sunny nature and fun-loving sense of mischief, Abby is happy, active and thriving.

## Life goes on

When Kayla Prince was a week old, her parents noticed a small reddish spot on her cheek. Soon, more spots appeared, and within a month doctors at Lunenburg Children's Health & Rehabilitation Centre in Newfoundland diagnosed a birth irregularity called vascular hemangioma.

In most cases hemangioma disappears after a few months or years, but Kayla's case was extreme and the spots almost her entire first year in the hospital. Her heart became enlarged and the massive hemangioma left a lot of scar tissue on her face. So far she has had more than 20 operations, and the effects of Kayla's condition have been minimized by skin grafts and plastic surgery.

Now 12, Kayla plays volleyball, delivers newspapers and goes to weekly dances with her friends. There are more operations ahead, but these days her thoughts are right where they should be — on friends, sports and having fun.

## Where the money goes

Your local children's hospital decides how best to use the funding it receives from the Children's Miracle Network. Our children's hospital foundations had these priorities:

- medical research into asthma, cancer, kidney disease and other pediatric conditions
- a Homecare Therapy Program for patients
- the hospital's in-house, closed-circuit TV station for kids
- IMPACT, an injury prevention program
- specialized equipment

## Waiting for the call

When a late-night phone call from Toronto's Hospital for Sick Children awoke the Well family in November of 1995, the wait was finally over for two-year old Sydney. Diagnosed as an infant with a liver disorder called biliary atresia, Sydney had spent most of her life awaiting a transplant.

During her two-year wait for a new liver Sydney had to be hospitalized several times, but her spirit and her family kept her going.

With a successful transplant behind her, this successful little girl is now full of life and ready for the road ahead.



## Here's how you can help make miracles

You can support the Children's Miracle Network through automatic monthly donations from any TD Canada Trust chequing or savings account. The TD Children's Hospital Fund channels customer donations directly to the local Children's Miracle Network hospital, and TD Bank Financial Group matches these funds up to a maximum of \$1 million per year for the network. You can donate as little as \$1 a month and change your donation amount at any time. For annual donations over \$10, you will receive a registered charitable tax receipt in time for tax season.

To start your automatic monthly donation, drop into your TD Canada Trust branch or call 1-800-360-4988. For more information, visit [www.cmn.com/community](http://www.cmn.com/community).

## It Takes More Than A Kiss...

**...to make it better.**

It takes teamwork. And it takes money. Plenty of it. Why? Because although we enjoy a universal health care system, that system still needs additional support. In fact, many of the services that our children's hospitals offer wouldn't exist without the extra funding provided by the Children's Miracle Network. And that's why we're asking for your help.

TD Bank Financial Group has been a committed sponsor of the Children's Miracle Network since 1995. The children we help suffer from cancer, birth defects, cerebral palsy, AIDS, and other afflictions. The Network helps over 2 million children each

year through its member hospitals. TD Bank Financial Group,



together with our customers and employees, have raised over \$5 million for Children's Miracle Network hospitals and foundations. But they'll need your help. An incubator to warm and nurture premature babies costs \$23,400. A heart and lung machine, desperately needed for the survival needs of a cystic fibrosis sufferer costs \$48,000.

Now TD Canada Trust customers

can make a donation to their local Children's Miracle Network hospital through the TD Children's Hospital Fund.

You can contribute directly from your bank account for as little as \$1 per month. We will match those contributions up to \$1 million annually.

We at TD Bank Financial Group invite you to join as is supporting the health of our children. Because even miracles need a helping hand once in awhile. Please give us yours. To donate today, visit your local TD Canada Trust branch, call 1-800-866-4988 or, to find out more, log on to [www.td.com/community](http://www.td.com/community).

Thank you



**Bank Financial Group**

*TD Children's Hospital Fund*

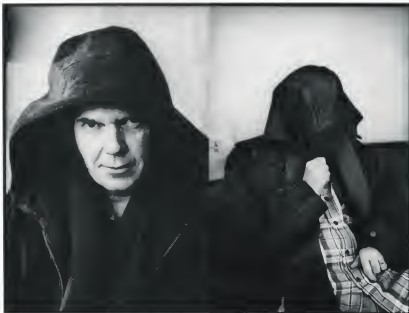
# Helpless, helpless, ruthless

A new bio paints Neil as vulnerable—and volatile

BY BRIAN D. JOHNSON

This was supposed to come from the band's mouth. It was all lined up, with an interview with old crony home himself. He was in the thick of yet another tour with Crosby, Stills and Nash, and had set aside an afternoon in March to promote his own new album, *Are You Pleasant?* It had been ages since he'd talked to the media, and now would be the only Canadian interview. I had a non-refundable plane ticket and a hotel booked in Seattle. But just minutes before the two arrived to take me to the airport, the record company phoned to say the interview was cancelled. Nothing personal. Neil's name was short. Something about him seeing a doctor and how hard try to do the interview another time. It sounded reasonable, until a journalist friend told me he'd had the same thing happen to him six years ago. "Why does he even bother to set up interviews if he doesn't want to do them?" I asked the record company flack, who replied, "Why does he even bother to make the record?"

Now that I've read *Shelley*, Jim McDermogh's 785-page biography of Young (Random House), I've come to realize that dropping interviews—not tours or bands or women—is just part of the Neil mystique. McDermogh spent a decade writing his semi-authorised tome, the first three years just trying to get Young to talk. Even then it was like meeting Brando in a cave at the end of *Apocalypse Now*. McDermogh, 42, has taken the trip apart for every journalist who ever had a notion to interview Neil, and after reading the exhaustive results, I can only say I never knew him that way.



Offering unprecedented access, the exclusive reader spent 50 hours talking to McDermogh, a richard fan who became the incarnation of the Chinese proverb "Be careful what you wish for." After finishing the book, the American journalist went through two years of legal wrangling before Young allowed its publication. "Neil changed his mind, Neil changed his mind back," he told *Maxwell*. And although *Shelley* begins as an authorized biography, Young won't endorse it, and never did tell the author what he thinks of it.

McDermogh also interviewed some 300

friends and associates, from Jani Mitchell to Jane Caldwel. What emerges is a sprawling portrait of an artist as a wildly misadventurer. Young comes across as a Jekyll-and-Hyde whose life has unfolded like a cocktail chemistry experiment—a control flask on an endless quest for the unattainable moment. Determined not to be packaged, pigeonholed or even understood, he keeps eluding focus. He jumps from one extreme to another, between acoustic tenderness and electric outings, counterculture rebellion and rock'n'roll reaction—from the Kent State protest of 1970 to rilly-

**A Jekyll-and-Hyde later whose life has unfolded like a reckless chemistry experiment**

ing cry of Leti Roll. And with that plaintive, still-adolescent voice and ruthless guitar, Young is a survivor among the first-generation rock stars, he—made from Bob Dylan—on the far ragged outlaw holding the fort against pop fashion. The scarred cowboy with the thousand-yard stare.

Disregarding classroom that studies his subject, McDermogh traces every step, and misstep, of Young's life in waggish, delectable prose of childhood joys, his epilepsy, the weird brilliance of Buffalo

Springfield, the apprenticeship of Crosby, Stills, Nash & Young, the stridency of Crazy Horse, Young's music-making ventures, the heartbreak of his north carolina piles, plus a host of messy romances, squalls, drug binges, drug epiphanies and drug overdoses. Young, who insists that rock 'n' roll should not be a class, smoothly produced business, is the first to admit that he's left behind "a long destruction... a big waste."

McDermogh likens his biography to "an action painting," and at times he gets

lost in the brush strokes. Examining the arcana of Young's career with the persistence of a music writer, he asks such irritating questions as, "Where did the inspiration come from for the band clips on 'Cinnamon Girl'?" But while *Shelley* sits on the side of "Too Much Information," it offers a cornucopia of fascinating detail, especially about the chaos of characters around Young. Like reflections of his personality, they're the stars of the book, while he remains the black hole at its centre.

*Shelley* contains a typical mini-biography, beginning with Neil's father, legendary writer-broadcaster Scott Young, and his mother, the indefatigable Rany Rogland. After marrying in Winnipeg, Scott and Rany moved to Toronto, where Neil was born in 1945, and later to the small Ontario town of Chatham, where Scott, now 84, still lives. Drawing a nice portrait of Canadian journalism's golden age, McDermogh talks to Scott, Pierre Berton, Thelma Fryer—and Caldwel, who remembers Neil as "a silent, fat, dark-eyed little boy." Rany, she says, was a "passionate" wife and "perfect" housewife while Scott "had a rising eye of his life." After Scott betrayed Rany for a younger woman, the couple went through a bitter divorce, and at 15 Neil moved to Winnipeg with Rany, a hard drinker who never forgives Scott—even on his deathbed 30 years later.

McDermogh traces Young's career through Winnipeg garage bands to the bars of what's now Thunder Bay, Ont. (where he first met Stephen Stills), to the Toronto folk scene, where he formed the Mynah Birds with bass player Bruce Palmer. In 1966, migrating to Los Angeles in a month-old house, Young and Palmer looked up Stills and formed Buffalo Springfield, a band that embodied the musical nature of the Sixties. His performances were said to have a magic that was never captured on record. And as the band was taking off, Young's own alchemy became a problem. He began to experience epileptic seizures onstage.

Young has since learned to suppress his epilepsy. "Once you start controlling that, then you control all kinds of things," he says. "But it used to happen all the time back then, because I was running hot." There are those, however, who question whether the seizures were always genuine, including former partner Carrie Snodgrass, who says, "I wouldn't put it past Neil to fake seizures."

For Buffalo Springfield, much of Young's

Newly Updated

Success starts here:  
www.profitguide.com/essential

# PROFIT

## The Essential Web Guide

online solutions for  
canadian entrepreneurs

- >> Your time-saving research tool for tapping new business resources
- >> Profiles of key business information sites on the Web
- >> Over 150 sites conveniently grouped into speed-search categories

Start building your business today  
with the Essential Web Guide  
Visit [www.profitguide.com/essential](http://www.profitguide.com/essential)

Don't miss your chance to WIN  
a Compaq iPAQ Pocket PC—sign  
up now to receive updates of  
the Essential Web Guide.



Look for this  
**COMPAQ**

ROGERS

Prologix Communications Inc. Used Under License

## Books

career has been awarded the polished folk rock of CSNY and the blood chaos of Crazy Horse—reflecting the Beatles-Stones polarity that Young considers the Great Divide of rock 'n' roll. And his CSNY chords express pure conservatism for Crazy Horse. "They should have been shot at birth," says David Crosby. "They can't play."

To hear Young's headstrong talk about him, it's amazing they can still share the same stage. Crosby says, "Neil needs the three of us like a tag, needs a hot rack." And Graham Nash sounds completely apologetic by him: "Neil scores me a lot. I don't understand his ability to change his mind suddenly. I don't think he's ever been happy with himself." Nash is also blunt about Still's, saying cocaine has ruined him as a songwriter, and that "in many ways, he's classically insane." But while expressing empathy for Nash, Still seems to regard Young with moral condescension. Citing his *Rise Above Sleep* lyric, "It's better to burn out than to fade away"—which Nash himself appended to his suicide note—he says, "Neil must be really pissed that he's still alive."

Even Young's most admiring collaborators don't describe him as a maverick. After a tour with Crazy Horse, infamous stringer-producer Jack Nicasio and Young signed his musician "life sheets." Designer Kasey Buttery recalls that before ordering him to drum louder and buy bigger amps, "a music-store employee finally said, 'Son, anything bigger than this guitar have died on a stage. During one night of crushing the hit, Buttery looked down to see blood was 'dropped' down the rack and formed a big puddle on the stage."

Two of the book's more engaging characters, both of whom died before its publication, are Nicasio, the disheveled veteran who had worked with Phil Spector and the Rolling Stones, and David Briggs, the iconoclastic producer who helped forge the "studio voice" of Young's raw sound. Nicasio says Young wanted to crush Bob Dylan with the Scorpions—"to become a myth of the two." And Nicasio himself cut quite a swath. One of his proudest goals concerned an allegation that he had raped Smeagol with a guitar: "It wouldn't do that to you." Briggs, meanwhile, was once credited with putting the fear of death into Charles Manson.

But among the crazed members of Young's inner circle, the most intriguing is his manager, Elliot Robison, the go-keeper behind the control freak Roberts, who also managed Joni Mitchell, is a former dope dealer and unrepentant pot-head who stoned out in the William Morris midtowns with future record mogul David Geffen. And he often seems telling truths. On the one hand he describes Young as a lone gunman who would terrify his bedmates. "He had this vibe like Clint Eastwood—he was like death." On the other, he was physically weak and "so vulnerable," adds Robison, "you could blow him away with a word, you could tear his feelings with the drop of a hat." He also says that "Neil was always dominated by women," beginning with Randy.

But because of his failings and splays, Neil was wary of being dominated by drugs. He says he's never shot heroin or dropped acid. It's done him twice of course, but unlike Crosby and Still he wasn't overwhelmed by it. Young says he remains addicted to marijuana, but "I try not to smoke too much. I don't wanna set a bad example for the kids."

Young, who has a grown son with Smeagol, lives with his second wife, Pegi, and their two children—Ben, 23, who has cerebral palsy, and a 17-year-old daughter named Amber Jean. Their brother is a California state cop called Brent Aronow, a complex that includes a recording studio, a building for his car collection, and a home for his model wives. (Taking a hobby to extremes, Young formed a partnership with Lucien Serra.) The ranch, meanwhile, is "an open Zenaida," writes McDonough. "Once you pass through the gates you feel you've ascended from the union."

The Canadian front that "rocks in north America" has carved a pegged trail on America's frontier of rugged individualism. He's the hero's rock star. But when he steps into the light, there's a pervasive honesty in his music that's uneasy. Turning his guitar on the edge of an arena stage, alone like Lear watching into the storm. Alone as a paragon, singing, *Respect* at his party's rebirth for the victims of Sept. 11, he created the night's most intimate moment. Call him crazy. But Neil still knows how to keep it real.

## Entertainment Notes

### A pantheon of prized pooches

Stanley Coren would argue that, over the centuries, dogs have done a lot more than just sit pretty, lick the faces of their masters and fetch socks or tennis balls. In *The Progress of History* (Dutton), the University of British Columbia psychologist focuses on the impact canine companions had on well-known figures from the past. Among the claims of Coren's fifth book about man's best friend is that dogs, Florence Nightingale would never have turned to nursing in career choice inspired by saving the life of a sheepdog. Columbus' attempt to colonize the Americas might have failed (because the nightingale's dog frightened natives *Aztecurely*), and Napoleon Bonaparte would most certainly have drowned after falling out of a small boat in the Mediterranean (a Newfoundland saved him).

Coren also argues that German composer Richard Wagner, who was buried next to his black Newfoundland, Rani, was inspired by his nine beloved dogs. The author mentions how Sigmund Freud's chow chow Jeff—he had several of them—often sat in on his master's sessions with patients. And what would the Oval Office have been like without a dog to protect the leader of the free world? A full chapter is dedicated to the succession of American



Freud's beloved chow chow Jeff often sat in on his master's sessions with patients

first pooches. While his links to historical importance are at times a bit stretched, Coren's basic premise—that dogs have left a major

impression on the past—is well documented and luxurious. At the very least, Coren gives every dog in dog. *John Jurek*

### Mom, murder, memory

In September 1978, the tentative taping of Pat Lowther's old *Bombing* (Warner) hit, and the lives of her two young daughters changed catastrophically. The murder of the isolated housewife poet, who at 40 was (mis)perceived to death by a bomber by her jealous husband, went Pat Lowther, provided the springboard for *Waves* (MCA, May 12), a one-hour documentary that explores the psychological impact on both and their lives.

She, who went into and came out of her mother's life, was killed. *Marshall* filmmaker Anne Bradenman screens the horrific story through the eyes of the sisters, now 35 and 33, as they search for clues about the mother they secretly worshiped, and for answers after more than a quarter-century of pain.

Two decades after their mother's death (she was found) near the mouth of E. C. Ferry Creek, 40 km north of Vancouver, the sisters began re-



Beth and Christine conjure Pat Lowther

turning to the places that had haunted them for years. The filmmaker believes Beth and Christine as they go to the dock where their father was arrested, as they sit through hours of Pat's unpublished poetry and old black-and-white photographs, and as they meet with some of Beth's mother's old friends. Among other things, the sisters

begin to understand Pat's premonition as a *Bewitched* figure and its lead left wing stories in the '60s and '70s. Their journey includes the release of a collection of Pat's unpublished work, written *Time Capsule*. Beth and Christine, now writers themselves, helped edit the anthology, and each contributed an introduction.

Although *Waves* is best left to *Interpretation* Pat's writing with the story of her mother, the documentary focuses on how Beth and Christine have coped. The sisters speak frankly about the trauma of bouncing among foster homes, their struggles with substance abuse as teens, and their sense of relief when their father—accused by Beth as "a voiceless who can erupt into the nightmare"—died in 1995 while incarcerated for the murder Henderson's son of Pat's poetry, which is tonight only forthcoming in one stage, though he'll live to life for women, while the *Bewitched* seems to have brought some peace to her daughters. *JL*



## THE INTERNET GUIDE

**Mastermindtoys.com**  
Shops in Canada and the U.S.  
FREE gift wrapping and gift tags

The 100% Canadian online toy store with Lego, Thomas and other wooden trains, Cocomo dolls, K'NEX, science kits, a library of built books, electronic puppets, arts & crafts inventors, glow puzzles, board games, music, software and more.

**mastermindtoys.com**

**Legego** Overseas Nursery Agency  
www.legego.org  
email: [canada2001@yahoo.com](mailto:canada2001@yahoo.com)  
1-866-315-1029

Looking for an OVERSEAS NURSERY job work as a live-in caregiver? We specialize in overseas nurseries, fully-trained bondable. Hard-working! To view the nanny profiles, visit [www.nannyto.org](http://www.nannyto.org) or inquire at: [canada2001@yahoo.com](mailto:canada2001@yahoo.com)  
Call toll-free 1-866-315-1029 for a confidential talk or order a live-in caregiver kit online.

**QC Quality of Course, Inc.**  
[www.qc-funkys.com](http://www.qc-funkys.com)  
1-800-217-1322

Want to win? Our unique home-study course shows you how to write well and how to get your work published. You succeed or your fees are refunded. Ask for the FREE book that explains it all.

**Henry's Photo, Video Digital**  
[www.henrys.com](http://www.henrys.com)  
email: [info@henrys.com](mailto:info@henrys.com)

**HENRY'S**  
Photo, Video Digital  
Over 4,000 photo sales digital and web photos.

16 years in business. Secure transactions. downloadable e-files and secure. We ship Canada-wide on a daily basis. Your best Canadian Imaging Resource.

43 On-line income from home.  
**www.incomenow.ca**

**Upgrade your paycheque!**  
Work online at home with proven system  
\$500 - \$1,500 PT  
\$3,500+ FT  
**www.incomenow.ca**  
1-888-431-4333

**SoftMoc.com**  
Canada's largest online store  
[www.softmoc.com](http://www.softmoc.com)

Over 2000 styles from famous brand names such as Tommy Hilfiger, Guess, Esprit, Koolhaas, Clarks plus many more, all with a 30-day money back guarantee. Order online or call 1-800-633-4439

**SoftMoc**

**Maclean's**

Visit us online at [www.macleans.ca](http://www.macleans.ca)

## Entertainment Notes

### Cold and clear

Given that many scientists believe that global warming's paradoxical effect may be to plunge the planet into another ice age, *A Bitter For All Seasons* (University of Chicago) is one timely book. Author and neurobiologist William H. Calvin pokes out that ice concludes that hundreds of abrupt, within-a-single-lifetime, climate changes have occurred in the last 2.5 million years. These cooling cycles, Calvin believes, were the evolutionary engine that drove an enormous increase in human brain size and complexity, even as it killed off those unable to cope. The process favoured geniuses such as humans, he writes, the only creatures who can "zoom a mile, run 20 miles, and then climb a tree." And capable, too, of the co-operation needed for hunting large animals in a climate where only grass grew for a long while.



### Best Sellers

FRANCA	WEEKS ON LIST
1. <b>UNUSUAL</b> (Doris Brodeur) (4)	2
2. <b>POUR VOUS</b> (Lévesque) (3)	2
3. <b>CHER AMI</b> (Lévesque) (3)	2
4. <b>THE SUPPLANT</b> (Lévesque) (2)	2
5. <b>THE SUPPLANT</b> (Lévesque) (2)	4
6. <b>THE SUPPLANT</b> (Lévesque) (2)	4
7. <b>THE SUPPLANT</b> (Lévesque) (2)	4
8. <b>THE SUPPLANT</b> (Lévesque) (2)	4
9. <b>THE SUPPLANT</b> (Lévesque) (2)	4
10. <b>THE SUPPLANT</b> (Lévesque) (2)	4

### Nonfiction

1. <b>STORY-TELLING</b> (Michael Ondaatje) (4)	1
2. <b>STORY-TELLING</b> (Michael Ondaatje) (4)	1
3. <b>STORY-TELLING</b> (Michael Ondaatje) (4)	1
4. <b>STORY-TELLING</b> (Michael Ondaatje) (4)	1
5. <b>STORY-TELLING</b> (Michael Ondaatje) (4)	1
6. <b>STORY-TELLING</b> (Michael Ondaatje) (4)	1
7. <b>STORY-TELLING</b> (Michael Ondaatje) (4)	1
8. <b>STORY-TELLING</b> (Michael Ondaatje) (4)	1
9. <b>STORY-TELLING</b> (Michael Ondaatje) (4)	1
10. <b>STORY-TELLING</b> (Michael Ondaatje) (4)	1

1. **STORY-TELLING** (Michael Ondaatje) (4)  
2. **STORY-TELLING** (Michael Ondaatje) (4)  
3. **STORY-TELLING** (Michael Ondaatje) (4)  
4. **STORY-TELLING** (Michael Ondaatje) (4)  
5. **STORY-TELLING** (Michael Ondaatje) (4)  
6. **STORY-TELLING** (Michael Ondaatje) (4)  
7. **STORY-TELLING** (Michael Ondaatje) (4)  
8. **STORY-TELLING** (Michael Ondaatje) (4)  
9. **STORY-TELLING** (Michael Ondaatje) (4)  
10. **STORY-TELLING** (Michael Ondaatje) (4)

## Information, Knowledge, Insight...

New ideas that drive business leaders and investors need up-to-date, insightful and forward looking business news. Let *Canadian Business* be your investing partner. We'll be the first to give you the inside track on what's about to happen in today's fast-paced business world—alerting you to investment possibilities and solutions all year round.

Receive a personal copy of *Canadian Business* delivered to your home or business for only \$39.95 (24 issues). That's \$1.50 per issue! Or better yet—join our Signature Service for \$34.95 and receive 2 bonus issues!

Every issue of *Canadian Business* is loaded with the knowledge, help and insight you need to make sound investment decisions.

*Canadian Business*—  
Your Investing Partner.  
Subscribe Today.

ATTENTION ROGERS CUSTOMERS  
You can get *Canadian Business* on your Rogers Cable TV!  
Call 1-800-466-0700

**ROGERS**



## Subscription Offer – Send no money now!

- ☐ **Signature Service** Send me one sample issue each year instead of regular issues. I get 24 issues plus 2 bonus issues and 24 issues - 1 day just \$24 (25 for 25 issues). The regular \$37.45 (24 issues) is \$37.45.
- ☐ **Basic Service** Send me 24 issues for the basic subscription price of \$39.95. Or include \$47.75 (24 issues) is \$47.75.
- ☐ **Convenient annual invoicing**  
☐ **No renewal notice**  
☐ **30 DAY CANCELLATION**  
☐ **2 bonus issues**  
☐ **Automatic 10% off all future orders**

Complete your name and address below

☐ MR ☐ MRS ☐ MS

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

☐ BILL ME ☐ PAY BY CARD

**ORDER NOW:** Clip and mail to: *Canadian Business* Subscriber Service, 777 Bay Street, 8th Floor, Toronto, ON M5W 1A7  
For immediate ordering call 1-800-466-0700 or go to [www.canadianbusiness.com/service](http://www.canadianbusiness.com/service)  
*Canadian Business* is published every 28 issues (24 issues in January and July when our double issues are published). \*Discounts are based on basic service rate of \$39.95 (24 issues) for 12 issues. \*\*Offer valid only in Canada until December 31, 2002.

SAVE OVER 60% OFF COVER PRICE

**CANADIAN BUSINESS**

SEND NO MONEY NOW!



# How I unplugged the CBC

I watched my first CBC TV program at a neighbour's house in Middlesex Hill, Alta. I was 10 years old. It was a couple of years after the Corporation's 1952 inaugural TV broadcast in Central Canada, and CBC network programming was just beginning to reach the west via a system of parrots, affidavits and statelets. The picture—all the way from Calgary's CHCT TV—was intermittent through electronic "snow"; the sound was faint under the static.

But I was thrilled to catch my first *Hockey Night in Canada*. And I was a decade away from my first argument over the changing identity and role of the public broadcaster.

A CBC documentary says we are on course toward becoming a foreign correspondent. One night in 1965, when I was supposed to be writing late news at the Calgary CTV affiliate, CFMN-TV, I cranked through the limited choices on the dial of our newsmen monitor. On CBC, up came *The Mill of the Goshawk*, a darkly magnificent treatment of the developing war in Vietnam. Within a year, I was sampling the thrilling, if threadbare life of a freelance journalist in Saigon—and pondering how wonderful it would be to have a CBC budget.

After reporting jobs at CTV and Global, I assigned a spot in the CBC Toronto national newsmen. For a few years, I had a series of well-blogged assignments as a producer and reporter for the Corps clause, weekly, neo-documentary series, *News magazine*. It was wonderful, fulfilling journalism. I became anchor of *The Vision* in 1976, at the cello age of 33, after Lloyd Robertson was swept away by CTV.

Our last spot on my first night as anchor was the election of René Lévesque and the Parti Québécois. Near the end of my first season, I discovered the downside of *Hockey Night in Canada* as well as other CBC programming across our nationwide schedule. The disparities frustrated me, and many of my news and entertainment colleagues—not to mention viewers. When the CBC licence came up for renewal during my second year as anchor, I brought out an intervention to the CRTC suggesting the licence be extended subject to several conditions. Topping the list was a recommendation that hockey and other commercial, non-mandate content be given over to private broadcasters.

To my irritation, the media—and the CRTC—permy much ignored those issues and focused on one at the bottom of my list: the sustainability of CBC. News' editorial independence against pressure from the Prime Minister's Office, as it was applied to the politically appointed president of the Cor-

## THE NATIONAL with Peter Kent



poration. Management was forced to cross a firewall between the president's office and CBC editorial operations.

Unaddressed, the larger issue, the growing identity crisis of the national "public" broadcaster. The CRTC intervention ended my days in the national anchor chair. I was shipped off to open a new bureau for CBC News in Africa. *Hockey Night in Canada* on CBC relied on, and the CBC drifted further from relevance.

Now, the CBC is preparing to celebrate 50 years in television. There is much to honour at this time, and some CBC programming, particularly news and information content, will make with the best in the world.

But too much CBC content is no longer appropriate for a public broadcaster. When once CBC was the only national network, there now are two private networks and many more private commercial stations and scores of specialty channels. More Canadians watch Canadian news and entertainment programs on private television than on the CBC. A Statistics Canada analysis reveals that, even with sports programs included, CBC accounts for less than 20 per cent of viewing of Canadian programs by English-speaking Canadians.

It's time to renovate and refocus CBC TV. There is waste in new mission statements, empty days ahead and funding and do-its, even children—and overnight news gathering and production, stretching its grip with private broadcasters. CBC should stop producing local news programs for communities that don't work. The Crown corporation should not use its federal licence to subsidize private broadcasters for Olympic programming, as with the recent Fall Steps visit to Halifax, or buy exclusive rights to a commentary event that should be open to all. It should abandon outdated transmission systems and an anachronistic patchwork of private affiliate stations. A publicly funded broadcaster should not suck all dollars away from an increasingly competitive private broadcast environment. CBC should complement the private sector, not compete with it. (Oh, but note, a question for CBC Radio execs, why are you abandoning the older, traditional audience that values "your" unique programming—and who do you care about appealing to a younger audience already well served by private radio?)

I could go on—but I hear the haunting strains of the *Hockey Night in Canada* theme in the ether now. Still, the CBC. I'll get my snark and focus on the game as an on-airgen public broadcaster continues to feed like an acid pook toward irrelevance. ☐

Peter Kent is a proud private broadcaster—and a freelance co-anchor of the CBC.



The first thing you learn is how to carry her the right way.



The safest minivan ever tested by the IIHS.

Firm support at all the right places. Instructions: the Toyota Sienna takes to heart. An extra rigid, anchored body. A high tensile reinforced steel cage. Strong outside, yet cushioned inside. And the 2002 Sienna XLE now comes with standard side airbags. Available. Traction Control and Vehicle Stability Control. When it's safety first, one minivan came first. Sienna.



TOYOTA

1-800-TOYOTA or www.toyota.ca

SIENNA



\*Based on U.S. Insurance Institute for Highway Safety (IIHS) 1999-2000 40% frontal offset crash tests. For complete test results visit [www.highwaysafety.org](http://www.highwaysafety.org). \*Your Toyota Dealer is a proud sponsor of Canadian Special Olympics and Toyota European Learning Grounds.

## ThinkPad® mobile solutions as distinctive as your business.

Depend on an IBM Business Partner to help you find the solution that works for your business.

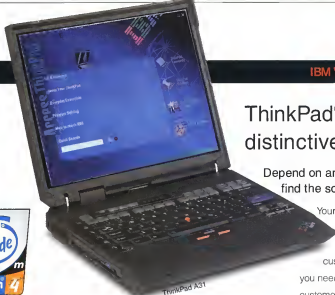
Your business is one-of-a-kind. Your needs are diverse, and so are your customers.

With IBM ThinkPads you can access customer information, whenever and wherever you need it. Whether you frequently need to travel to customers' locations, or down the hall to a colleague's office, your IBM ThinkPad keeps you connected.

IBM Business Partners can help you select the model that best suits your unique business requirements from the comprehensive line of ThinkPad products.

The IBM ThinkPad R Series offers portability with the essential features you need, at a price that's easy on your budget. In addition to the value of the R Series, there is the ultra-light design of the X Series for the frequent traveller, the robust performance of the T Series, and the versatile, high performing A Series for power-hungry users. And the Mobile Intel Pentium 4 processor - M offers the highest performance available in an Intel Mobile processor.

What's more, customizing your ThinkPad is easy with a wide range of common options, like a CD-RW for extra storage. When you're adding to your network, IBM Business Partners can help you implement industry-leading ThinkPad solutions for your business.



### IBM ThinkPads

#### ThinkPad R31

- Mobile Intel® Pentium® M processor 113GHz - M
- 128MB SDRAM Memory
- 40GB\* ATA-100 Hard Drive
- 14.1" XGA TFT Active Matrix Display\*
- 8X DVD-ROM\*
- 56Kbps V92 modem
- 10/100Mbps Ethernet
- Integrated 802.11b\* Wireless Ethernet with a dual antenna system for increased signal strength
- Microsoft® Windows® XP Home Edition
- Lotus® SmartSuite® Millennium licence
- 1-year limited warranty

**\$2,899\*** 26566PU

#### ThinkPad X22

- Mobile Intel Pentium III processor 800MHz - M
- 128MB SDRAM Memory
- 20GB\* EIDE Hard Drive
- 12.1" XGA TFT Active Matrix Display\*
- 56Kbps V92 modem
- Integrated 10/100Mbps Ethernet
- Integrated 802.11b\* Wireless Ethernet with dual antenna system for increased signal strength
- UltraPort™ Connector to connect options like a camera, compact flash reader or microphone
- 3.5lbs travel weight, 1" thin
- Microsoft Windows XP Professional
- Lotus SmartSuite Millennium licence
- 3-year limited warranty

**\$3,399\*** 26629EU

#### ThinkPad A31

- Mobile Intel Pentium 4 processor 1.60GHz - M
- 256MB DDR SDRAM Memory
- 40GB\* EIDE Hard Drive
- 15" SXGA+ TFT Active Matrix Display
- 8X DVD-RW - 8X DVD-ROM\* Combo Drive
- 56Kbps V92 modem
- Integrated 10/100Mbps Ethernet
- Integrated 802.11b\* Wireless Ethernet with dual antenna system for increased signal strength
- Microsoft Windows XP Professional
- Lotus SmartSuite Millennium licence
- 1-year limited warranty

**\$4,399\*** 26520EU

#### ThinkPad T23

- Mobile Intel Pentium III processor 113GHz - M
- 128MB SDRAM Memory
- 30GB\* EIDE Hard Drive
- 14.1" XGA TFT Active Matrix Display
- 8X DVD-ROM\*
- Integrated 56Kbps V92 modem
- Integrated 10/100Mbps Ethernet
- Integrated 802.11b\* Wireless Ethernet with dual antenna system for increased signal strength
- Microsoft Windows XP Professional
- Lotus SmartSuite Millennium licence
- 3-year limited warranty

**\$4,549\*** 26478NU

These IBM Business Partners are featured because they have met IBM's Premier or Advanced standards in outstanding customer satisfaction, quality, technical expertise, and business results. Call one today.

**acrodex inc.**  
Alberta  
(780) 426-4444  
www.acrodex.com

**Compugen**  
National  
1-800-490-4035  
www.compugen.com

**Horizon Computer Solutions**  
Saskatchewan  
1-888-467-4066  
www.horizon.sk.ca

**Orbex Computer Systems Inc.**  
Southwestern Ontario  
1-877-466-7239  
www.orbex.com

**Technology Solutions International**  
Toronto, Ontario  
(416) 593-3795  
www.tsi.ca



Choose an  
IBM Business Partner  
today

Contact one of these Business Partners or call 1-866-426-8811 to be referred to your local IBM Business Partner.

1 MHz or GHz only measures microprocessor internal clock speed; many factors affect application performance. 2 GB equals one billion bytes when referring to storage capacity; accessible capacity may be less. 3 Viewable image size measured diagonally. Varies by model. 4 Available real rate. Actual play back speed may vary and is often less than the maximum possible. 5 802.11b operates in the unlicensed 2.4GHz radio spectrum. 6 Estimated reseller price at time of printing. Actual reseller price may be less. Taxes and shipping not included. The IBM Business Partner program described in this advertisement is an independent marketing program only, and is in no way an agency or a subsidiary of IBM. IBM is not responsible for any claims or equity relationship between IBM and its members, which are independent contractors. Members of this program are responsible for their own products, services, terms and conditions and relationships with end users. IBM, the IBM Business Partner emblem, UltraPort and ThinkPad are trademarks or registered trademarks of International Business Machines and are used under license by IBM Canada Ltd. Microsoft and Windows are registered trademarks of Microsoft Corp. in the U.S. and other countries. Intel, Intel Inside, the Intel logo and Pentium are registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. Lotus and SmartSuite are registered trademarks of Lotus Development Corp. and are used under license by IBM Canada Ltd. Other company product and service names may be trademarks or service marks of others. IBM reserves the right to modify, substitute or withdraw any product or service at any time and without notice. © 2002 IBM Corporation. All rights reserved.